

Higher National Unit Specification

General information for centres

Unit title: Marketing Planning for a Domestic Market

Unit code: DG6P 35

Unit purpose: This Unit is designed to enable the candidate to evaluate the current marketing environment and develop a marketing plan suitable for the Domestic Market.

On completion of the Unit the candidate should be able to:

1. Explain the relationship between marketing analysis, marketing strategy and marketing programmes.
2. Analyse the major components of a marketing audit.
3. Identify a strategy used to secure a competitive advantage.
4. Identify issues relevant in the design of the marketing plan.
5. Identify control systems for marketing planning.

Credit value: 2 HN Credits at SCQF level 8: (16 SCQF credit points at SCQF level 8*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: Access to this Unit is at the discretion of the centre. However, it would be beneficial if the candidate has competence in prior Units. This may be demonstrated by possession of:

- ◆ Core skill communications at Intermediate 2
- ◆ Marketing: An Introduction [DE3C 34]

Core skills: There may be opportunities to gather evidence towards core skills in this Unit, although there is no automatic certification of core skills or core skills components in this Unit.

Context for delivery: If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes. It may also be offered as part of other Higher National programmes.

Assessment: This Unit will be assessed by two separate assessments. One instrument of assessment will be used for Outcome 1 and will take the form of a set of structured questions based on a case study/stimulus material. This will require the candidate to relate marketing theory to a particular business situation.

General information for centres (cont)

A second assessment will be used for Outcomes 2, 3, 4, and 5 and will take the form of a staged report. It could be based on a requirement for a marketing manager to prepare a plan for the launch of a new product. Ideally the case study/stimulus material will be used for both assessments.

Where case study/stimulus material is used, it may be necessary to include background information on the organisation and its current business activities.

Candidates who have access to a suitable workplace can base their assessment work on a scenario based on their place of work. This could involve the proposed introduction and launch of a new product/service. Where a workplace situation is used, care should be taken to ensure that it would provide candidates with sufficient opportunity to meet the Evidence Requirements for the Unit:

1. There should be a clearly identified product/service consistent with the organisation's present offerings.
2. The candidate should be able to find out the information required by the Unit eg Information for the Marketing Audit and the SWOT Analysis.
3. The workplace situation should allow for all items listed in the Evidence Requirements to be covered.

Higher National Unit specification: statement of standards

Unit title: Marketing Planning for a Domestic Market

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The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Explain the relationship between marketing analysis, marketing strategy and marketing programmes

Knowledge and/or skills

- ◆ The stages in the marketing planning process
- ◆ Marketing function's role in a market led organisation

Evidence requirements

To achieve this Outcome each candidate must provide evidence that demonstrates his/her knowledge and/or skills.

Each candidate must provide evidence to show that she/he can:

- ◆ Define and explain the stages in the marketing planning process:
 - *situation analysis: historic, current, future*
 - *objectives and strategy*
 - *relationship between strategic and operational plans*
 - *the duration of marketing plans: short, medium, long term*
- ◆ Explain the function of marketing within a market led organisation:
 - marketing's role in the corporate planning process
 - proactive/reactive approach
 - *tactical plans and budgets*
 - *devising programmes*
 - *implementation*
 - monitoring and controlling marketing programmes

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing Planning for a Domestic Market

Assessment guidelines

Outcome 1 will be assessed by a set of structured questions based on a case study/other piece of stimulus material or a suitable work based scenario. The case study/stimulus material should encourage the candidate to relate knowledge of the theory of marketing to a business situation. The candidate should draw on his/her knowledge gained from this outcome and apply this to the organisation's current situation. The candidate must clearly illustrate the need for marketing analysis, marketing planning and the contribution of the marketing function within the context of the organisation.

The assessment will be completed under restricted open-book conditions. Restricted open-book conditions means the candidates are allowed access to a limited amount of materials, for example, an A4 sheet of notes. Assessment questions should encourage the candidate to apply or relate his/her knowledge to the particular business situation as opposed to regurgitate or repeat theory.

This Outcome is being assessed in a holistic manner therefore it is not necessary for the candidate to provide evidence of all areas of knowledge and skills. It is suggested that the assessment is designed in such a way as to allow the assessor the opportunity to sample only certain parts of the coursework but still be satisfied that the candidate has a sound understanding of the whole subject.

It is not necessary for a student to provide evidence for every single item listed in the evidence requirements. The items in normal type are mandatory, but it is not essential to provide evidence for each of the italicised items. From each group of italicised items a minimum of one item must be sampled. For example, in explaining the importance of each stage in the marketing planning process, a student would not be required to provide evidence about each stage; ie situation analysis, objectives, strategy, relationship, duration but evidence must be provided for at least one of these areas.

Different sets of questions based on the same case study/stimulus material can sample different areas of knowledge and skills, while at the same time, the same or similar questions might be used in conjunction with alternative case study/stimulus materials. This gives the assessor a variety of materials that can be mixed and matched to allow for sampling and for reassessment.

Sampling will allow alternative questions to be asked with the same case study material for a second opportunity. Ideally, the candidate will produce a report with a suggested length of 600–800 words, elicited from four structured questions but the final decision regarding the number of questions is at the discretion of the centre.

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing Planning for a Domestic Market

It is suggested that candidates should be given two hours to complete the assessment. This is only an approximate figure and it need not be adhered to as rigidly as in a formal examination situation. The time allowed is merely indicative as it is accepted that some candidates may require a little longer to complete the assessment. A flexible and pragmatic approach is encouraged and any additional time given to a candidate is at the discretion of the individual centre.

Outcome 2

Analyse the major components of a marketing audit

Knowledge and/or skills

- ◆ Micro environmental influences
- ◆ Macro environmental influences
- ◆ The SWOT Analysis

Evidence requirements

To achieve this Outcome each candidate must provide evidence, which demonstrates his/her knowledge and/or skills.

Each candidate must provide written evidence to show that he/she can:

- ◆ Identify the micro environmental influences
 - *micro marketing system: customers, suppliers, competitors, intermediaries, publics*
- ◆ Identify the macro environmental influences
 - *political/legal; economic, societal; technological*
- ◆ Use of the SWOT Analysis
 - *strengths, weaknesses, opportunities, threats*

Assessment guidelines

Written evidence that the candidate can use the underpinning knowledge and/or skills listed in Outcomes 2–5 to develop a one-year marketing plan, at an operational level, that addresses the main areas of decision making required to launch a new product.

Outcome 2 will be assessed by the preparation of the first section of a staged report, based on the same case study/other piece of stimulus material.

The candidate should use the underpinning knowledge and/or skills gained from Outcome 2 to analyse and comment on the marketing environmental conditions facing the organisation.

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing Planning for a Domestic Market

Prior to assessment the candidate will be given a brief laying out the requirements of this section of the report.

The evidence should cover all knowledge and/or skills in Outcome 2. A candidate is not expected to explain each knowledge and/or skills item in detail but must show, by means of an example or otherwise, that he/she knows how it applies to a particular situation. One example of a knowledge and/or skill item is sufficient, provided at least one reason of justification is given to support the example.

This Outcome is being assessed in a holistic manner therefore it is not necessary for the candidate to provide evidence of all areas of knowledge and skills. It is suggested that the assessment is designed in such a way as to allow the assessor the opportunity to sample only certain parts of the coursework but still be satisfied that the candidate has a sound understanding of the whole subject.

It is not necessary for a student to provide evidence for every single item listed in the evidence requirements. The items in normal type are mandatory, but it is not essential to provide evidence for each of the italicised items. From each group of italicised items a minimum of two items must be sampled. For example, in explaining the macro environmental influences, examples of political and economic factors could be given.

The assessment will normally be completed under open-book conditions, and candidates will be expected to undertake the necessary self-study to ensure that they can provide the information required to meet all of the evidence requirements.

It is envisaged that the expected response in this assessment would be a report of approximately 800–1,000 words in length.

It is suggested that candidates should be given two hours to complete the assessment. This is only an approximate figure and it need not be adhered to as rigidly as in a formal examination situation. The time allowed is merely indicative as it is accepted that some candidates may require a little longer to complete the assessment. A flexible and pragmatic approach is encouraged and any additional time given to a candidate is at the discretion of the individual centre.

Outcome 3

Identify a strategy used to secure a competitive advantage

Knowledge and/or skills

- ◆ Ansoff's Matrix
- ◆ Alternative marketing strategies
- ◆ Segmentation strategies

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing Planning for a Domestic Market

Evidence requirements

To achieve this Outcome each candidate must provide evidence, which demonstrates his/her knowledge and/or skills.

Each candidate must provide evidence to show that he/she can:

- ◆ Explain the elements of Ansoff's Matrix factors which will influence an organisation in their channel choice:
 - *market penetration*
 - *market extension*
 - *product development*
 - *diversification*

- ◆ describe the features of alternative marketing strategies:
 - *leadership*
 - *challenger*
 - *follower*

- ◆ Explain the relevance of market segmentation:
 - *undifferentiated*
 - *differentiated*
 - *concentrated*

Assessment guidelines

Outcome 3 will be assessed by the preparation of the second section of a staged report, based on the case study/other piece of stimulus material. The candidate should use the underpinning knowledge and/or skills gained from Outcome 3 to analyse and comment on an appropriate strategy that could exploit a competitive advantage and identify an appropriate target market.

The assessment will be completed under open-book conditions, and candidates will be expected to undertake the necessary self-study to ensure that they can provide the information required to meet all of the evidence requirements.

Prior to assessment the candidate will be given a brief laying out the requirements of this section of the report

This Outcome is being assessed in a holistic manner therefore it is not necessary for the candidate to provide evidence of all areas of knowledge and skills. It is suggested that the assessment should be designed in such a way as to allow the assessor the opportunity to sample only certain parts of the course work but still be satisfied that the candidate has a sound understanding of the whole subject.

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing Planning for a Domestic Market

The items in normal type are mandatory, but it is not essential to provide evidence for each of the italicised items. For each group of italicised items a minimum of one item must be sampled. For example, in identifying a suitable product/market strategy from Ansoff's matrix the candidate would be required to explain the key features associated with that strategy.

It is envisaged that the expected response in this assessment would be a report of approximately 800–1,000 words in length.

It is suggested that candidates should be given two hours to complete the assessment. This is only an approximate figure and it need not be adhered to as rigidly as in a formal examination situation. The time allowed is merely indicative as it is accepted that some candidates may require a little longer to complete the assessment. A flexible and pragmatic approach is encouraged and any additional time given to a candidate is be at the discretion of the individual centre.

Outcome 4

Identify issues relevant in the design of the marketing plan

Knowledge and/or skills

- ◆ Product Positioning
- ◆ Brand Selection
- ◆ Selection of appropriate mix decisions

Evidence requirements

To achieve this Outcome each candidate must provide evidence, which demonstrates his/her knowledge and/or skills.

Each candidate must provide evidence to show that he/she can:

- ◆ create an appropriate product positioning statement:
 - *quality*
 - *price*
- ◆ identify appropriate brand strategy:
 - *differentiated*
 - *undifferentiated*
- ◆ Identify and describe the elements of the marketing mix:
 - *product, price, promotion, place*

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing Planning for a Domestic Market

Assessment guidelines

This Outcome will be assessed by the preparation of the third section of a staged report, based on the case study/other piece of stimulus material. The candidate should use the underpinning knowledge and/or skills gained from Outcome 4 to develop his/her solutions and decisions for inclusion in the marketing plan covering a brand positioning statement; a brand strategy; and particular decisions and recommendations covering the marketing mix elements.

The evidence should cover all knowledge and/or skills in Outcome 4. A candidate is not expected to explain each knowledge and/or skills item in detail but must show, by means of an example or otherwise, that he/she knows how it applies to a particular situation. One example of a knowledge and/or skill item is sufficient, provided at least one reason of justification is given to support the example.

Prior to assessment the candidate will be given a brief laying out the requirements of this section of the report.

The assessment will be completed under open-book conditions, and candidates will be expected to undertake the necessary self-study to ensure that they can provide the information required to meet all of the evidence requirements.

It is envisaged that the expected response in this assessment would be a report of approximately 800–1,000 words in length.

It is suggested that candidates should be given two hours to complete the assessment. This is only an approximate figure and it need not be adhered to as rigidly as in a formal examination situation. The time allowed is merely indicative as it is accepted that some candidates may require a little longer to complete the assessment. A flexible and pragmatic approach is encouraged and any additional time given to a candidate is be at the discretion of the individual centre.

Outcome 5

Identify control systems for marketing planning

Knowledge and/or skills

- ◆ The marketing budget
- ◆ Setting targets

Evidence requirements

To achieve this Outcome each candidate must provide evidence that demonstrates his/her knowledge and/or skills.

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing Planning for a Domestic Market

Each candidate must provide evidence to show that she/he can:

- ◆ Identify the main components of a marketing budget
- ◆ Identify the use of targets:
 - *sales analysis*
 - *breakeven analysis*
 - *marketing calendar*

Assessment guidelines

Outcome 5 will be assessed by the preparation of the fourth section of a staged report, based on a case study/other piece of stimulus material. The candidate should use the underpinning knowledge and/or skills gained from Outcome 5 to produce suitable measures to monitor and control the marketing plan.

The assessment will be completed under open-book conditions, and candidates will be expected to undertake the necessary self-study to ensure that they can provide the information required to meet all of the evidence requirements.

Prior to assessment the candidate will be given a brief laying out the requirements of this section of the report.

As the Outcome is being assessed in a holistic manner, it is not necessary for the candidate to provide evidence of all areas of knowledge and skills. It is suggested that the assessment should be designed in such a way as to allow the assessor the opportunity to sample only certain parts of the course work but still be satisfied that the candidate has a sound understanding of the whole subject. The items in normal type are mandatory, but it is not essential to provide evidence for each of the italicised items. For each group of italicised items a minimum of one item must be sampled. For example, in identifying the use of a suitable control system, the candidate might be asked to outline an appropriate marketing budget.

It is envisaged that the expected response in this assessment would be a report of approximately 500–600 words in length.

It is suggested that candidates should be given two hours to complete the assessment. This is only an approximate figure and it need not be adhered to as rigidly as in a formal examination situation. The time allowed is merely indicative as it is accepted that some candidates may require a little longer to complete the assessment. A flexible and pragmatic approach is encouraged and any additional time given to a candidate is to be at the discretion of the individual centre.

Administrative Information

Unit code:	DG6P 35
Unit title:	Marketing Planning for a Domestic Market
Superclass category:	BA
Date of publication:	August 2004
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Higher National Unit specification: support notes

Unit title: Marketing Planning for a Domestic Market

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 80 hours.

Guidance on the content and context for this Unit

The Unit is designed to provide candidates with a basic knowledge and understanding of the marketing function in a market-led organisation and the operations of a marketing department within an organisation.

This Unit is intended for candidates who wish to pursue a career in business. It may also be taken by candidates in employment wishing to develop knowledge and skills in the development of marketing plans.

The Unit may also be offered on HN programmes from a variety of different vocational areas to candidates who have studied a disparate selection of other Units. The content and the context of the Unit must take all of these factors into account.

Guidance on the delivery and assessment of this Unit

It is envisaged that an integrated approach to teaching the Unit will be adopted whereby the candidates will appreciate the links that exist between all of the five Outcomes.

It is envisaged that the Unit may be delivered to a variety of candidate groups and whenever possible the teaching should be slanted towards their individual needs. Marketing is an integral part of all organisations and as such it should be possible to make the Unit relevant to any client group. Where possible the theory of marketing should be related to situations that are relevant to the specific group of candidates.

Candidates should be encouraged to read marketing trade journals, business sections of quality broadsheets in order to ensure that they are familiar with current industry practice and examples. Visits and visiting speakers from various business interests would also be very beneficial for candidates. The Internet is a valuable resource giving access to relevant information for candidates carrying out marketing analysis.

Higher National Unit specification: support notes (cont)

Unit title: Marketing Planning for a Domestic Market

As the notional teaching and learning of 80 hours has been suggested for this Unit a suggested guide for the delivery is:

Outcome 1:	10%
Outcome 2:	20%
Outcome 3:	10%
Outcome 4:	50%
Outcome 5:	10%

These figures are only given as a guide and are not mandatory.

The following notes give additional information on each outcome:

Outcome 1:

The planning process: situation analysis, objectives, strategy, budgets, tactical plans and programmes, monitoring and control.

Marketing function's role in a market — led organisation: consumer sovereignty, features of a marketing orientation, marketing as an integrated part of line management, marketing as diffused within the organisation adding to customer value.

Outcome 2:

Identify the micro environmental influences: the company, customers, suppliers, intermediaries, competitors, publics.

Identify the macro environmental influences: political, legal, environmental, economic, societal, technological factors.

Use of a SWOT Analysis: link to marketing audit, appraisal of internal strengths and weaknesses, appraisal of external opportunities and threats.

Outcome 3:

Ansoff's Matrix: market penetration, market extension, product development, diversification.

Alternative strategies: challenger, leadership, niche.

Segmentation strategies: Undifferentiated, differentiated, concentrated, variables available for segmentation.

Outcome 4:

Branding Strategy: National brand, own label, generic.

Product Positioning: product quality, value, performance.

Specific mix decisions: **product**, packaging, branding, **price**, discounts, **place**, outlets, **promotion**, advertising, sales promotion, selling, PR, people, processes, physical evidence.

Higher National Unit specification: support notes (cont)

Unit title: Marketing Planning for a Domestic Market

Outcome 5:

The use of the marketing budget: methods of setting the budget, marketing costs — selling, advertising, sales promotion, distribution, marketing research.

Setting targets: standards, sales forecast; value/volume, market share or penetration.

Open learning

If this Unit is delivered by open or flexible learning, additional resources and material will be required for candidate support, assessment and quality assurance. For further information and advice, please refer to SQA document *Assessment and Quality Assurance for Open and Distance Learning* (SQA, February 2001 — publication code A1030).

Special needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. Special needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering special alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements* (SQA, 2001).

General information for candidates

Unit title: Marketing Planning for a Domestic Market

This Unit is designed to give you an understanding of the process and methods used to develop marketing plans. It is equally relevant for consumer, service and industrial goods companies, since the process is universal.

It explores how the marketing planning process works; how to carry out a marketing audit; how it is possible to set objectives and strategies; how to design and organize a simple marketing planning system; and schedule and cost the plan.

In order to complete the Unit successfully, you will be required to achieve a satisfactory level of performance on two pieces of assessment:

1. Answer questions on a marketing case study
2. Produce a structured marketing report