



Higher National Unit specification

General information for centres

Unit title: Marketing: An Introduction

Unit code: F7BX 34

Unit purpose: This Unit is designed to provide candidates with a knowledge and understanding of marketing and its importance in organisations. This Unit is also designed to develop candidates' understanding of the marketing mix in the context of both products and services. This is an introductory Unit which can be used by candidates who may wish to progress to more specialised marketing units.

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

- 1 Explain the nature of marketing and its importance in organisations.
- 2 Explain marketing decisions for a product based and a service organisation.

Credit points and level: 1 HN credit(s) at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

**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 but it would be beneficial if the candidate had competence in communications, which could be demonstrated by the possession of *Communication* Core Skill at SCQF level 5

Core Skills: There are opportunities to develop the Core Skills of *Communication* at SCQF level 6 and *Problem Solving* at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

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.

The Assessment Support Pack (ASP) for this unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable assessment. Centres wishing to develop their own assessments should refer to the ASP to ensure a comparable standard. A list of existing ASPs is available to download from SQA's website (<http://www.sqa.org.uk/sqa/46233.2769.html>).

Assessment: The Unit may be assessed in a variety of ways eg by a separate assessment for each Outcome. Both assessments may take place under controlled conditions and designed to encourage candidates to relate marketing theory to relevant examples. Alternatively there is the opportunity to integrate the assessment of Outcomes 1 and 2. This could be done under open-book conditions and would be based on a case study, project or other stimulus material.

Higher National Unit specification: statement of standards

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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 nature of marketing and its importance in organisations

Knowledge and/or Skills

- ◆ marketing concept
- ◆ the marketing environment
- ◆ market research and information
- ◆ segmentation and targeting

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ identify the key characteristics of the marketing concept
- ◆ explain an organisation's micro and macro environment
- ◆ explain why market research and information is important to organisations
- ◆ provide two examples of how market research information is collected and used, consisting of one quantitative research technique and one qualitative research technique
- ◆ explain the importance and the process of segmentation and targeting in marketing

Assessment Guidelines

This Outcome can be assessed in a variety of ways, for example by a set of structured questions based on a case study or other stimulus material. Assessment may take place under controlled conditions and be designed to encourage candidates to relate marketing theory to relevant examples.

Alternatively there is the opportunity to integrate the assessment of this Outcome with Outcome 2. This could be done under open-book conditions and would be based on a case study, project or other stimulus material.

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing: An Introduction

Outcome 2

Explain marketing decisions for a product based and a service organisation

Knowledge and/or Skills

- ◆ the marketing mix for products
- ◆ the marketing mix for services
- ◆ impact of changing market conditions on marketing decisions

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can explain the role of the marketing mix.

For a given situation, explain marketing theory in relation to:

- ◆ product mix decisions
- ◆ channels of distribution
- ◆ pricing methods
- ◆ the promotional mix
- ◆ the importance of people, process and physical evidence in the marketing of services
- ◆ how the marketing mix responds to changing market conditions

Assessment Guidelines

This Outcome can be assessed in a variety of ways, for example by a set of structured questions based on a case study or other stimulus material. Assessment may take place under controlled conditions and be designed to encourage candidates to relate marketing theory to relevant examples.

Alternatively there is the opportunity to integrate the assessment of this Outcome with Outcome 1. This could be done under open-book conditions and would be based on a case study, project or other stimulus material.

Administrative Information

Unit code: F7BX 34

Unit title: Marketing: An Introduction

Superclass category: BA

Original date of publication: August 2009

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History of changes:

Version	Description of change	Date
02	Insertion of short guidance in Support Notes (in Guidance on the content and context) of this Unit re inclusion of the impact and application of digital marketing and the need to integrate this with traditional marketing techniques.	03/11/14

Source: SQA

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Higher National Unit specification: support notes

Unit title: Marketing: An Introduction

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 40 hours.

Guidance on the content and context for this Unit

This Unit is designed to provide candidates with a basic understanding of the nature of marketing and its importance in organisations. This Unit is also designed to develop candidates' understanding of the marketing mix, and its use as a basis for making marketing decisions in the context of both products and services.

Where appropriate, candidates should be made aware of the rapid growth and on-going development of digital marketing and the impact that this is having on eg marketing communication, promotion etc. However, it should be emphasised that digital techniques need to be integrated with traditional marketing communication techniques.

This is an introductory Unit which can be used by candidates who may wish to progress to more specialised marketing Units. It is designed for delivery into business orientated courses where marketing has particular relevance. However it could be delivered as an introductory Unit for other unrelated subject areas.

Guidance on the delivery and assessment of this Unit

Delivery and assessment of this Unit should develop the candidates' understanding of marketing and the use of the marketing mix in organisations. The evidence produced by candidates should demonstrate their knowledge and understanding of the key areas of the subject.

Outcome 1

This is an introduction to the concept of marketing. Candidates should be able to understand and explain the marketing concept/philosophy and why it is so important to the success and long term survival of organisations.

They should be able to explain the key factors that impact on markets and influence customers, and why these are important in marketing.

The following notes give guidance on the appropriate scope and content of the topics to be covered in Outcome 1 of this introductory Unit:

Marketing environment:

- ◆ the key factors influencing the macro and micro environment

Market research and information:

- ◆ the importance of market research and market information
- ◆ candidates should understand the different types of data and research — and their limitations eg primary and secondary data, quantitative and qualitative research
- ◆ the most common methods of gathering primary and secondary data

Higher National Unit specification: support notes (cont)

Unit title: Marketing: An Introduction

Segmentation and targeting:

- ◆ the concept of market segmentation and common methods used for segmenting markets. The main methods used to segment markets should include demographic and behavioural aspects as these also touch on areas of buyer behaviour and would be useful in the candidates' overall understanding of marketing. The Unit specification does not require buyer behaviour to be covered in any depth.
- ◆ the importance of targeting and the role of segmentation

Outcome 2

This builds on the first Outcome by exploring the marketing mix and its role as a process in developing marketing decisions for organisations.

It should focus on identifying the difference between products and services and how these differences have resulted in adaptation of the marketing mix eg, the extension of the 4Ps to 7Ps. Candidates should therefore show an understanding of the application of the marketing mix to both services and products.

The importance of a well-blended marketing mix:

- ◆ Product — product range, branding, packaging, design and quality and features/benefits
- ◆ Price — premium; penetration, skimming and economy pricing
- ◆ Promotion — advertising, PR, sales promotion, direct marketing, personal selling
- ◆ Place — distribution channels, intermediaries, retailers, wholesalers, agents

And with services:

- ◆ Process — the transaction of service
- ◆ People — the human aspect
- ◆ Physical environment — the tangible evidence of service

Candidates are also expected to be able to show how marketing mix decisions could be adapted to meet changing market conditions.

Candidates should be encouraged to collect examples/articles of relevant marketing information from the media as this could form stimulus for class discussions.

Opportunities for developing Core Skills

There are opportunities to develop the Core Skills of *Communications* and *Problem Solving* at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

Although these Core Skills are not formally assessed, candidates will be expected to express opinions during class discussion and formulate responses to questions. They may also be required to complete a written assessment. In addition candidates will be required to seek solutions to a range of problems relating to the marketing of products and services using their knowledge of the subject.

Higher National Unit specification: support notes (cont)

Unit title: Marketing: An Introduction

Open learning

If this Unit is delivered by open or flexible learning, additional resources and materials will be required for candidate support, assessment and quality assurance.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website

www.sqa.org.uk/assessmentarrangements

General information for candidates

Unit title: Marketing: An Introduction

This Unit is designed to provide you with knowledge and understanding of marketing and its use in organisations. It explains the influence of the external environment and the importance of market research information when making marketing decisions.

This Unit also introduces the concept of segmentation and target marketing. In addition, it is designed to develop your understanding of the marketing mix in the context of both products and services.

Throughout, you will be encouraged to relate marketing theory to relevant examples.

On completion of this Unit you be able to:

- ◆ Explain the nature of marketing and its importance in organisations
- ◆ Explain marketing decisions for a product based and service organisation

The assessment for this Unit could take a variety of forms eg, two separate assignments consisting of a set of structured questions and a further set of questions based on a case study.