



Higher National Unit Specification

General information

Unit title: Marketing Skills for the Entrepreneur (SCQF level 6)

Unit code: HM5P 33

Superclass: BA

Publication date: May 2017

Source: Scottish Qualifications Authority

Version: 01

Unit purpose

This unit is designed to provide learners with an understanding of the concepts of the marketing mix, the impact of digital marketing developments and the importance of marketing strategies in order to identify and maintain the success of an entrepreneurial business venture.

Outcomes

On successful completion of the unit the learner will be able to:

- 1 Explain the importance of marketing mix to an entrepreneurial business.
- 2 Devise a marketing strategy for an entrepreneurial business.

Credit points and level

1 Higher National Unit credit at SCQF level 6: (8 SCQF credit points at SCQF level 6)

Recommended entry to the unit

Entry is at the discretion of the centre, however learners will benefit from having already have an understanding of marketing, eg achieved a marketing unit at SCQF level 4 or 5 or equivalent. It would also be helpful if learners have a business idea that they would like to develop, as well as an interest in starting up their own business.

Higher National Unit Specification: General information (cont)

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Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the support notes for this unit specification.

There is no automatic certification of Core Skills or Core Skill 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.

Equality and inclusion

This unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

Higher National Unit Specification: Statement of standards

Unit title: Marketing Skills for the Entrepreneur (SCQF level 6)

Acceptable performance in this unit will be the satisfactory achievement of the standards set out in this part of the unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Outcome 1

Explain the importance of the marketing mix to an entrepreneurial business.

Knowledge and/or skills

- ◆ The marketing concept
- ◆ The marketing mix (four Ps)
- ◆ The extended marketing mix
- ◆ Importance of marketing to an entrepreneurial business
- ◆ The benefits of a marketing orientation

Outcome 2

Devise a marketing strategy for an entrepreneurial business.

Knowledge and/or skills

- ◆ Market research
- ◆ Target Markets
- ◆ Product and pricing decisions
- ◆ Offline and online media decisions
- ◆ Place decisions
- ◆ Digital developments
- ◆ Alternative marketing strategies

Evidence requirements for this unit

Learners will need to provide evidence to demonstrate their knowledge and/or skills across all outcomes by showing that they can:

For Outcome 1:

- ◆ explain the key elements of the marketing concept.
- ◆ describe the term marketing mix in relation to current thinking.
- ◆ explain the extended marketing mix.
- ◆ explain the importance and benefits of marketing to the viability of an entrepreneurial business.

Higher National Unit Specification: Statement of standards (cont)

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For Outcome 2:

Devise a marketing strategy for an entrepreneurial business which covers:

- ◆ description of one quantitative and one qualitative method for market research.
- ◆ identification suitable target markets.
- ◆ product, pricing and place decisions.
- ◆ a promotional mix which includes one example of online and one example of offline media.
- ◆ the impact of digital developments on the marketing mix.

Learners are also to justify the marketing strategy devised for an entrepreneurial business.

Assessment guidelines

The unit has been designed to be assessed on an outcome-by-outcome basis but can also be a single assessment covering all evidence requirements. Assessment can take a variety of formats and further information can be found at *Guidance on approaches to assessment* in support notes.



Higher National Unit Support Notes

Unit title: Marketing Skills for the Entrepreneur (SCQF level 6)

Unit support notes are offered as guidance and 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 at SCQF level 6 is designed to have content which can be adapted to the context of the learner and any qualification it is embedded within.

The unit aims to give an understanding of marketing mix and marketing strategies relating to an entrepreneurial business. The unit is intended to be a practical one and relate specifically to a sector relevant to the learner.

It would be helpful if learners have a business idea(s) that they would like to develop, as well as an interest in starting up their own business. It is therefore expected that the learner will relate this unit to a business within the sector they are learning about and are interested in.

Learners should research marketing examples from the sector of their interest in order to understand how the digital/online and offline impact on a business and client groups. The use of digital marketing should be researched in detail and discussions on the impact of particular strategies on a business should be looked at carefully.

Although many marketing strategies relate to digital/online approaches (such as blogging, content marketing, social media, and websites), traditional offline strategies such as leaflets, adverts, mailshots and billboards should also be discussed.

Learners will gain the skills to understand that, as an entrepreneur, their business area will relate to specific strategies to suit customer profiles.

Guidance on approaches to delivery of this unit

This unit is likely to form part of a group award, which is primarily designed to prepare learners for employment (or start up their own business) in a particular sector. However, study of this Unit is also appropriate for other learners who have prior knowledge of marketing and wish to further develop their understanding of the marketing mix and the development of marketing strategies.

The unit should be delivered in a way that enables learners to appreciate the vital importance of marketing to an entrepreneurial business.

Higher National Unit Support Notes (cont)

Unit title: Marketing Skills for the Entrepreneur (SCQF level 6)

It is recommended that learners use the same business across both outcomes. This could be either a business of their choice (in consultation with their tutor to ensure that all evidence requirements are covered) or a case study devised by the tutor.

Guidance on approaches to assessment of this unit

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

Assessment should be practical and should challenge the skills and knowledge of the learner relating to marketing skills and also knowledge of their interested sector.

This unit can be assessed on an outcome-by-outcome basis, however it is expected that the learner uses the same business in their interested sector for each assessment. As outlined earlier, this could be a business selected by the learner (in consultation with the tutor to ensure that all evidence requirements are covered) or a case study of a suitable business devised by the tutor.

Outcome 1: Assessment could be an oral or written presentation; a story board; a PowerPoint or Prezi presentation. It could also be a set of restricted response questions.

Outcome 2: Assessment is the production of a marketing strategy for the entrepreneur business. This strategy must also include the justification for the strategy in relation to the specific market research for the business. The strategy can be presented in orally or in written formats.

Alternatively, assessment can be more holistic, eg in the form of a single presentation covering evidence requirements of both outcomes

Opportunities for e-assessment

E-assessment may be appropriate for some assessments in this unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the evidence requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at www.sqa.org.uk/e-assessment.

Higher National Unit Support Notes (cont)

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Opportunities for developing Core and other essential skills

Depending on the teaching, learning and assessment approaches adopted there are opportunities to develop Core Skills as follows:

Problem Solving: Components Critical Thinking and Review and Evaluation

Learners have to devise a marketing strategy tailored for a specific entrepreneurial business, which includes identification of suitable target markets, product, pricing and place decisions, online and offline media. They are also to justify their marketing strategy decisions, which helps learners develop skills in analysing and investigating marketing strategies.

Communications: Components Oral Communication and Written Communication

Assessment for this unit can include written work and/or oral presentations, eg covering the theoretical elements of Outcome 1 and production of a marketing strategy in Outcome 2.

Information and Communication Technology (ICT): Components Accessing information and Providing/Creating Information

Within this unit, learners are to access a range of information on the marketing mix and producing marketing strategies, which will mainly be through use of online sources. They can also use a range of digital tools to present their evidence for this unit.

Numeracy: Components Using Numbers

Depending on the variety of data gathered for the production of the marketing strategies, there are opportunities for learners to apply numerical skills using basic numbers, eg to support a range of marketing decisions.

As learners progress through this unit, they will acquire knowledge of the marketing mix; its importance to businesses and the significant impact of digital marketing and social media. They will also develop skills in devising marketing strategies. All these could help to enhance their employability prospects in the marketing, advertising and related sectors.

History of changes to unit

Version	Description of change	Date

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General information for learners

Unit title: Marketing Skills for the Entrepreneur (SCQF level 6)

This section will help you decide whether this is the unit for you by explaining what the unit is about, what you should know or be able to do before you start, what you will need to do during the unit and opportunities for further learning and employment.

This unit at SCQF level 6 gives you the opportunity to learn about marketing strategies, the importance of marketing and which strategies relate to different business for the entrepreneur.

The unit allows for you to relate the learning and assessment to the sector you are interested in. It aims to be practical — encouraging you to research and explore various marketing tools such as social media, blogs, leaflets, etc. and link them to the particular requirements of a business in the sector you are interested in. Based on your research, you will devise a marketing strategy for a specific entrepreneurial business then justify your decisions.

On achievement of this unit, you will be able to:

- ◆ explain the importance of marketing mix to an entrepreneurial business.
- ◆ devise a marketing strategy for an entrepreneurial business.

It would be helpful if you have a business idea that you would like to develop, as well as an interest in starting up your own business. However, your tutor will assist you in your choice of entrepreneurial business for this unit or provide you with a case study. Assessments will be outlined by your tutor but are likely to include either written or oral presentation(s); responding to questions; and as outlined above, the production of a marketing strategy.

And in this unit, there could be opportunities to develop Core Skills in *Problem Solving*; Oral and Written Communications; *Information and Communication Technology (ICT)* and *Numeracy*

Achievement of this unit could help you with further study of Marketing at SCQF level 7 or above and also help to enhance your employability prospects in the marketing, advertising or related sectors.