



Higher National Unit Specification

General information

Unit title: Marketing Practice: An Introduction (SCQF level 7)

Unit code: HX3R 34

Superclass: BA

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Unit purpose

This unit is designed to give the learner an understanding of marketing practice and the key marketing decisions facing organisations in order to achieve their corporate objectives in this digital era.

This will cover the 4Ps of marketing (ie product, price, place and promotion) and includes both traditional and digital marketing activities.

Outcomes

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

- 1 Explain the product decisions of an organisation.
- 2 Explain the pricing decisions of an organisation
- 3 Explain the distribution decisions of an organisation.
- 4 Explain the external marketing communications of an organisation.

Credit points and level

1 Higher National Unit credit at SCQF level 7: (8 SCQF credit points at SCQF level 7)

Recommended entry to the unit

Access to this unit is at the discretion of the centre. The learner is not required to have any knowledge of marketing to undertake this unit, however, it would be beneficial if the learner has achieved Core Skills *Communications* at SCQF level 5.

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

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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 product decisions of an organisation.

Knowledge and/or skills

- ◆ Product
- ◆ Product decisions
- ◆ Product mix
- ◆ Product life cycle
- ◆ Product portfolio
- ◆ Boston Matrix and Product Life Cycle relationship
- ◆ Market conditions
- ◆ Role of branding

Outcome 2

Explain the pricing decisions of an organisation.

Knowledge and/or skills

- ◆ Internal and external influences
- ◆ Organisational objectives
- ◆ Marketing conditions
- ◆ Pricing strategies and policies

Outcome 3

Explain the distribution decisions of an organisation.

Knowledge and/or skills

- ◆ Marketing and distribution systems
- ◆ Internal and external influences
- ◆ Channels and channel objectives
- ◆ Intensive, selective, exclusive and peer-to-peer distribution

Higher National Unit Specification: Statement of standards (cont)

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Outcome 4

Explain the external marketing communications of an organisation.

Knowledge and/or skills

- ◆ Promotional mix
- ◆ Push and pull strategies
- ◆ Communication strategies
- ◆ Internal and external factors
- ◆ Organisational objectives
- ◆ Market conditions

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 explain for an organisation:

- ◆ life cycle stages of products in terms of an organisation's existing product portfolio.
- ◆ factors which require an organisation to continuously review its product portfolio.
- ◆ relationship between Product Life Cycle and Boston Matrix and how it may inform product portfolio decisions.
- ◆ role of branding in product decisions.
- ◆ different types of pricing strategy available to the organisation.
- ◆ influences of internal and external factors including organisational objectives and market conditions on pricing strategies.
- ◆ how the internet (digital era) influences pricing strategies.
- ◆ different distribution channels, including online, off-line and omni-channel, available to an organisation.
- ◆ internal and external factors which will influence an organisation in their channel choice.
- ◆ marketing objectives influencing channel choice.
- ◆ importance of promotion.
- ◆ internal and external factors influencing an organisation's promotional mix.
- ◆ different aspects of the promotional mix in the context of push and pull strategies.
- ◆ different internet communication strategies available to an organisation.

Assessment guidelines

This unit can be assessed in a variety of ways. Please see support notes for more details.



Higher National Unit Support Notes

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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 is designed to enable learners to explain the marketing efforts needed to achieve the objectives of contemporary organisations.

The aim of the unit is to provide a broad understanding of the 4Ps, however, it may be helpful to consider the 4Ps among wider models such as 7Ps or 8Ps

The 4Ps have been pillars of marketing since 1960, however, in recent years there has been some questioning of their continued relevance in the digital era. The premise of this unit is that the 4Ps still have continued relevance albeit they have evolved in the light of the digital era and changing market conditions. Technological/digital organisations, such as Google, Facebook, Amazon, Apple are currently among the world's biggest brands — and a 4Ps analysis of these organisations would provide an interesting debate among learners around what constitutes each of the 4Ps.

It should be noted that in this unit, where the word 'product' is used, this can also refer to 'service(s)'.

The following notes give additional information on each outcome:

Outcome 1:

Product classification: convenience; shopping; speciality goods, B2B goods.

Product: Tangible/intangible, core, actual, augmented.

Product life cycle: research and development; introduction; growth; maturity; decline.

Product portfolio: mix, width, depth, consistency.

Boston Matrix: cows, dogs, stars, question marks, market growth; market share.

Branding: benefits; types; brand selection and maintenance.

Higher National unit Support Notes (cont)

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Outcome 2:

Pricing objectives: profitability; return on investment; market share; sales; product quality; cash flow.

Pricing strategies: cost-oriented; cost-plus; mark-up; demand-based; prestige pricing; competitive pricing; price leadership; penetration pricing; price skimming; internet/online pricing to include dynamic pricing strategies, negotiated pricing, personalised pricing.

Outcome 3:

Distribution channels: for consumer/industrial products; zero, one, two, three levels.

Marketing systems: vertical: corporate, contractual, administered; horizontal.

Selection of distribution channel: intensity of market coverage; markets and buyers; product attributes; environmental factors.

Marketing objectives: intensive; selective; exclusive.

Factors influencing channel choice: product and market characteristics; competitor methods; financial position; seasonal factors; distributor resistance; legal restrictions; availability of an existing network.

Internet channels: Own website (eg hotel), agents (eg travel agents), global distribution systems (eg Gallileo), omni-channel (eg click and collect (seamless experience)), peer to peer (eg Airbnb, Uber).

Outcome 4:

Promotional strategies: push and pull.

Promotional mix: advertising; sales promotion; public relations; personal selling; direct marketing; sponsorship.

Internet: Pay per click (ppc), banners, SEO, social media — Youtube, Facebook, Twitter, LinkedIn, Instagram, Snapchat, WhatsApp.

Guidance on approaches to delivery of this unit

This unit is likely to be delivered as part of a group award and may be delivered in Year 1 or 2. It can be offered as a free-standing unit as it is not dependent on any previous or wider marketing knowledge.

Learners should be encouraged to broaden their knowledge of marketing through use of primary and secondary sources. Textbooks such as the *Principles of Marketing* (Kotler and Armstrong) provide a robust reference and magazines, eg *Marketing Week*, *Business Insider* — and '*Marketing teacher*' available online could be considered. Visiting speakers from marketing departments or consultancies would also be very beneficial for learners, as would the use of case-studies from a variety of disciplines.

Current case studies and examples abound and learners should be encouraged throughout to research and debate; internet and computing examples such as Google, Facebook, Amazon, eBay and Apple; contemporary examples (at the time of writing) such as Yeezy and Supreme also provide interesting examples as do brands such as Coca-Cola, Nike, Ikea that have been around for a while.

Higher National Unit Support Notes (cont)

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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 in the form of a single report or presentation that addresses all four outcomes, eg based on a single case study will allow learners to present evidence in a holistic manner may be more in line with the underlying premise of the unit. The case study organisation may be set by the assessor or may be an organisation chosen by and/or familiar to the learner and agreed in advance with the tutor. The report (or structured questions/responses) may be presented as a series of blogs/vlogs, video or slides supported by appropriate material — in hard copy or created digitally.

Alternatively, the unit may be assessed by a separate assessment for each outcome. Each instrument of assessment could take the form of a set of structured questions based on a case study or other stimulus material. Again, the case study organisation may be set by the assessor or may be an organisation chosen by and/or familiar to the learner and agreed in advance with the tutor.

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.

Opportunities for developing Core and other essential 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.

Throughout the unit there are opportunities to develop Core Skills in *Communication* (reading and writing), *ICT* (accessing and researching information), *Working with Others* (dependent upon the teaching strategies adopted) and *Problem Solving* (Critical Thinking, Review and Evaluation).

As learners progress through this unit, they will acquire skills and knowledge necessary to understand key marketing decisions to help organisations achieve their objectives. These could be used to enhance learners' employability prospects.

History of changes to unit

Version	Description of change	Date

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General information for learners

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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 is a stand-alone unit at SCQF level 7 and is also included in a range of HN Business, Admin and Retail awards. It is for those studying more general 'business-type' qualifications which include marketing. It is suitable for those who wish to work in these types of industry sectors (or related sectors) in the future. Also achievement of this unit could help you with further study of marketing at SCQF level 8 or above.

This unit is designed to give you an understanding of marketing practice and the key marketing decisions facing organisations in order to achieve their corporate objectives in this digital era.

Arguably, the world of marketing has been turned upside down by the internet, digital and social media; and mobile SMART devices. This is an exciting time to study marketing as new models, issues, ideas are emerging every day to get customers to engage with these organisations, their products and services, and ultimately purchase their offer.

The unit explores the major decisions of an organisation with regard to product, pricing, place (distribution) and external marketing communications decisions (promotion). All four elements are addressed theoretically and contemporary case studies such as Facebook, Google, WhatsApp can be used to show how these theories work in practice. To enhance your understanding of the subject, you should research your own examples from the media, appropriate websites, digital/social media and marketing magazines, etc.

On successful completion of the unit, you will be able to:

- ◆ explain the product decisions of an organisation.
- ◆ explain the pricing decisions of an organisation.
- ◆ explain the distribution decisions of an organisation.
- ◆ explain the external marketing communications of an organisation.

To complete the unit successfully, you will be required to achieve a satisfactory level of performance in a series of tasks or task that will require you to research an organisation or organisations and answer a series of questions and/or produce a report on the marketing of an organisation's product or services. Your assessor will advise which of the two approaches will be used.

There are also opportunities to develop Core Skills in *Communication, Problem Solving* and *Information and Communication Technology (ICT)*.