



## Higher National Project-based Graded Unit Specification

### General information

This graded unit has been validated as part of the HND in Marketing. Centres are required to develop a project-based assessment in accordance with this validated specification.

**Graded unit title:** Marketing: Graded Unit 2

**Graded unit code:** HX48 35

**Type of project:** Practical assignment

**Publication date:** December 2017

**Source:** Scottish Qualifications Authority

**Version:** 01

### Graded unit purpose

This graded unit is designed to provide evidence that the learner has achieved the following principal aims of the HND in Marketing:

- 1 To further develop learners' contemporary vocational knowledge and skills in marketing subjects achieved at the HNC level and specifically in marketing analysis and planning at an operational level.
- 2 To prepare learners for employment in marketing and business at the level of marketing assistant/digital marketing assistant/trainee manager/executive or equivalent across the private and public sectors.
- 3 Preparing learners for progression to 2nd or 3rd year entry to higher education and advanced professional qualifications in either marketing or non-related qualifications.

### Credit points and level

2 Higher National Unit credits at SCQF level 8: (16 SCQF credit points at SCQF level 8)

## Higher National Project-based Graded Unit Specification: General information (cont)

### Recommended entry to the graded unit

It is recommended that the learner should have completed or be in the process of completing the following units relating to the above principal aims prior to undertaking this graded unit:

DG6L 34	<i>Consumer Behaviour and the Marketing Process</i>
HW05 35	<i>Professional Sales: Principles and Practices</i>
HW09 34	<i>Marketing Planning: An Introduction</i>
HX13 35	<i>Marketing Analysis and Planning</i>
DV8J 35	<i>Integrated Marketing Communications</i>
HW06 35	<i>Marketing Research Applications</i>
HC4A 35	<i>Marketing: Brand Management</i>

### Core Skills

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

There is no automatic certification of Core Skills or Core Skill components in this graded unit.

### Assessment support pack

The assessment support pack for this unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable instrument of assessment. Centres wishing to develop their own assessments should refer to the assessment support pack to ensure a comparable standard. Assessment support packs are available on SQA's secure website.

### Equality and inclusion

This graded unit 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 SQA's website:  
[www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements)

# Higher National Project-based Graded Unit Specification: Designing the project and assessing learners

**Graded unit title:** Marketing: Graded Unit 2

## Assessment

This graded unit will be assessed by the use of a project-based *practical assignment* developed by centres. The project should provide the learner with the opportunity to produce evidence that demonstrates she/he has met the aims of this graded unit.

The project undertaken by the learner must be a complex task which involves:

- ◆ variables which are complex or unfamiliar
- ◆ relationships which need to be clarified
- ◆ a context which may be unfamiliar to the learner

The project must require the learner to:

- ◆ analyse the task and decide on a course of action for undertaking the project.
- ◆ plan and organise work and carry it through to completion.
- ◆ reflect on what has been done and draw conclusions for the future.
- ◆ produce evidence of meeting the aims which this Graded unit has been designed to cover.

For this graded unit, learners are to produce **a project action plan** outlining what needs to be done to develop a marketing plan for an organisation.

Using information based on case study material or client brief, learners have to carry out an analysis of the case study or client data and then produce **a marketing plan at an operational level for the organisation**. The final stage involves learners producing an evaluation of their activity which includes an evaluation of both their project and identification of knowledge and skills they have developed/gained.

Learners are also required to maintain a log/diary of their activities during the Planning and Developing stages of this graded unit.

## Conditions of assessment

The learner should be given a date for completion of the project. However, the instructions for the project should be distributed to allow the learner sufficient time to assimilate the details and carry out the project. During the time between the distribution of the project instructions and the completion date, assessors may answer questions, provide clarification, guidance and reasonable assistance. The project should be marked as soon as possible after the completion date. The final grading given should reflect the quality of the learner's evidence at the time of the completion date.

## Higher National Project-based Graded Unit Specification: Designing the project and assessing learners (cont)

**Graded unit title:** Marketing: Graded Unit 2

### Evidence requirements for this graded unit

The project undertaken by learners will consist of three stages: planning; developing; and evaluating. The following table specifies the minimum evidence required to pass each stage.

Project stage	Minimum evidence requirements	% Mark allocation
Stage 1 — Planning	<p>The learner is to produce an <b>action plan</b> for the overall project which includes:</p> <ol style="list-style-type: none"> <li>1 An interpretation of the client brief or case study which outlines the aims and objectives of the action plan for the overall project.</li> <li>2 Selection and justification of the tasks required to produce a marketing plan based on the client brief or case study.</li> <li>3 A plan for managing the project activities of completing the tasks of analysis and producing the marketing plan.</li> <li>4 Production of timetable for carrying out project activities across all three stages.</li> </ol> <p><i>The learner <b>must</b> achieve all of the minimum evidence specified above in order to pass the Planning stage. This can be done by presenting evidence covering all aspects of the Planning stage and achieving at least 50% of the marks for this stage.</i></p>	25%

## Higher National Project-based Graded Unit Specification: Designing the project and assessing learners (cont)

**Graded unit title:** Marketing: Graded Unit 2

Project stage	Minimum evidence requirements	% Mark allocation
Stage 2 — Developing	<p>The learner is to produce a one-year marketing plan which includes:</p> <p>(a) An analysis of the client data or case study scenario which must cover:</p> <ul style="list-style-type: none"> <li>◆ marketing audit</li> <li>◆ SWOT analysis</li> <li>◆ identification of key action areas</li> </ul> <p>(b) A marketing programme at operational level which must cover:</p> <ul style="list-style-type: none"> <li>◆ marketing objectives</li> <li>◆ identification of an appropriate marketing strategy</li> <li>◆ identification and justification of target market(s) [segmentation, targeting and positioning]</li> <li>◆ forecasts of sales</li> <li>◆ an marketing programme for the next 12 months within the agreed budget</li> <li>◆ identification of resource and management issues impacting on the implementation of the marketing programme</li> <li>◆ identification of appropriate methods of monitoring the effectiveness of the marketing programme</li> </ul> <p><i>The learner <b>must</b> achieve all of the minimum evidence specified above in order to pass the Developing stage. This can be done by presenting evidence covering all aspects of the Developing stage and achieving at least 50% of the marks for this stage.</i></p>	60%

## Higher National Project-based Graded Unit Specification: Designing the project and assessing learners (cont)

**Graded unit title:** Marketing: Graded Unit 2

Project stage	Minimum evidence requirements	% Mark allocation
Stage 3 — Evaluating	<p>The learner is to produce an evaluation of activity which includes:</p> <ul style="list-style-type: none"> <li>◆ an overview of the planning and development stages of the project</li> <li>◆ identification of areas of the plan which may have been modified during the course of the activity</li> <li>◆ evaluation of the project in terms of strengths and weaknesses of:               <ul style="list-style-type: none"> <li>— meeting the objectives of the case study or client brief</li> <li>— learner’s management of the project</li> </ul> </li> <li>◆ identification of knowledge and skills which have been gained or developed</li> </ul>	15%
	<p><i>The learner <b>must</b> achieve all of the minimum evidence specified above in order to pass the Evaluating stage. This can be done by presenting evidence covering all aspects of the Evaluating stage and achieving at least 50% of the marks for this stage.</i></p>	

# Higher National Project-based Graded Unit Specification: Designing the project and assessing learners

**Graded unit title:** Marketing: Graded Unit 2

## Assessing and grading learners

The overall project will be marked out of **100**. Only whole marks should be used.

The percentage of marks allocated to each stage of the project is outlined in the evidence requirements.

The evidence for the project is generated over time and involves three distinct stages. It is a requirement that learners must meet the minimum *evidence requirements* for the *Planning stage before progressing to the Developing stage before progressing to the Evaluating stage*. Learners may produce evidence over and above that specified in the minimum *evidence requirements* and deserve more than half the available marks for that stage. Assessors should use the Grade Related Criteria outlined below to judge learner performance.

Learners are required to work independently to meet the *evidence requirements* of the graded unit. At the same time, learners need appropriate support. SQA uses the term reasonable assistance to describe the balance between supporting learners in their project and not providing too much assistance. For example, Centres may wish to informally question learners at various stages on their knowledge and understanding of the project on which they have embarked. Centres should ensure that where research, etc, is carried out in other establishments or under the supervision of others that the learner does not receive undue assistance.

At the end of *each* stage there should be opportunities for remediation and re-assessment of learners for that particular stage. This includes the final *Evaluation* stage. However, any remediation/re-assessment will have an impact on grading as the degree of autonomous working is a criterion for a grade A.

Any re-assessment should be carried out in line with the centre's own assessment policy.

Grade Related Criteria	
Grade A	Grade C
<p>Is a seamless, coherent piece of work which:</p> <ul style="list-style-type: none"><li>◆ includes comprehensive evidence for the three essential phases of the project; is produced to a high standard; and is clearly inter-related</li><li>◆ uses a highly focussed, planned and systematic approach with regards to the analysis of the case materials/client data</li></ul>	<p>Is a co-ordinated piece of work which:</p> <ul style="list-style-type: none"><li>◆ has sufficient evidence of the three essential phases of the project and is produced to an adequate standard</li><li>◆ uses an adequately planned approach to the analysis of the case materials/client data</li></ul>

## Higher National Project-based Graded Unit Specification: Designing the project and assessing learners

**Graded unit title:** Marketing: Graded Unit 2

Grade Related Criteria (cont)	
Grade A	Grade C
<ul style="list-style-type: none"> <li>◆ demonstrates an accurate and perceptive analysis of the case materials/client data</li> <li>◆ selects, justifies and uses a wide range of appropriate marketing techniques in the production of a marketing plan</li> <li>◆ effectively consolidates and integrates required knowledge and skills</li> <li>◆ is clear and well constructed throughout and language used is of a high standard in terms of level, accuracy and technical content</li> </ul>	<ul style="list-style-type: none"> <li>◆ demonstrates an acceptable analysis of the case materials/client data</li> <li>◆ selects justifies and uses an acceptable range of appropriate marketing techniques in the production of a marketing plan</li> <li>◆ consolidates and integrates knowledge and skills — however this may lack some continuity and consistency</li> <li>◆ is satisfactorily structured and language used is adequate in terms of level, accuracy and technical content</li> </ul>

The marks allocated to each stage will then be aggregated to arrive at an overall mark for the project. Assessors will then assign an overall grade to the learner for this graded unit based on the following grade boundaries.

- A = 70%–100%
- B = 60%–69%
- C = 50%–59%

These grade boundaries are fixed and should **not** be amended.

If a learner does not achieve a pass or wishes to upgrade, then this must be done using a substantially different project, ie all stages are undertaken using a new project (case study, investigation or practical assignment). In these circumstances, the highest grade achieved should be awarded.

More information on reasonable assistance, remediation and re-assessment may be found in the SQA publication *Guidance for the Implementation of Graded Units in Higher National Certificates and Diplomas* (SQA, 2008, Publication code: CA4405).





## Higher National Project-based Graded Unit Support Notes

**Graded unit title:** Marketing: Graded Unit 2

### Guidance on approaches to delivery and assessment of this graded unit

#### Project brief: Practical assignment

This assignment will be done on an individual basis and requires the learners to provide evidence over three stages of the project:

**Planning stage:** Learners are to produce a project action plan outlining what needs to be done to develop a marketing plan for an organisation. This is to cover all three stages of the graded unit.

**Developing stage:** Learners are to respond to a client brief or case study materials which requires learners to demonstrate their knowledge and understanding of marketing by carrying out a marketing audit and developing a one-year marketing plan at an operational level.

**Evaluating stage:** Learners are to produce an evaluation of their activity which includes an evaluation of both the Planning and Developing stages of their project and identification of knowledge and skills they have developed/gained.

Learners are also required to maintain a log/diary of their activities during the Planning and Developing stages of this graded unit.

Stage	Element	Available marks
Planning	Action plan	25
Developing (Marketing plan)	(a) Analysis	15
	(b) Marketing programme	45
Evaluating	Evaluation	15

#### Stage 1 — Planning

In this initial stage, learners are to identify the aims of the project; select and justify the relevant tasks and produce an action plan for all three stages of the project showing how they will manage and complete their analysis and produce a marketing plan within a reasonable timescale.

**This stage is worth 25 marks.** The learner must achieve all of the minimum evidence specified to pass the planning stage. The planning stage will be assessed by submission of the **project action plan** and **activity log/diary**.

## Higher National Project-based Graded Unit Support Notes (cont)

### Graded unit title: Marketing: Graded Unit 2

The tutor's role is as a facilitator and so to gain high marks the learner must demonstrate a high degree of autonomy in planning activities.

A suggested marking scheme is noted below:

**Up to 5 marks** for interpreting the client brief or case study and identifying the aims of the project.

**Up to 10 marks** for the selection and justification of the tasks required to undertake the requirements of the client brief or case study.

**Up to 6 marks** for the project action plan for managing and completing both the analysis and the marketing plan..

**Up to 4 marks** for producing a timetable for carrying out the project activities across all three stages

The minimum evidence requirement includes the submission of an activity log/diary for the Planning stage. (However, marks for the planning stage activity log will be awarded at the Developing stage).

**Total marks for Planning stage: 25**

### Stage 2 — Developing

Learners are to produce a one-year marketing plan which will cover:

- (a) An analysis of the case materials/scenario or client data — including a marketing audit; a SWOT analysis and identification of key action areas.
- (b) A marketing programme — including marketing objectives; identification of an appropriate marketing strategy; identification and justification of target market(s); forecasts of sales; a marketing programme for the next 12 months; identification of resource and management issues impacting on implementation of the marketing plan; and identification of appropriate methods of monitoring the effectiveness of the marketing plan.

**This stage is worth 60 marks.** The learner must achieve all of the minimum evidence specified to pass the developing stage. Assessment is based on the production of a **one-year marketing plan** and submission of an **activity log/diary**.

A suggested marking scheme is noted below:

- (a) **Up to 15 marks** for the analysis of the client data or case study scenario, which are allocated as follows:

**Up to 10 marks** for the marketing audit.

**Up to 5 marks** for the SWOT analysis and identification of key action areas.

## Higher National Project-based Graded Unit Support Notes (cont)

### Graded unit title: Marketing: Graded Unit 2

- (b) **Up to 45 marks** for the production of a one-year marketing plan, which are allocated as follows:

**Up to 3 marks** marketing objectives.

**Up to 4 marks** for identification of an appropriate a marketing strategy.

**Up to 5 marks** for identification and justification of target market(s) [segmentation, targeting and positioning].

**Up to 4 marks** for forecasts of sales.

**Up to 16 marks** for a marketing programme for the next 12 months covering all elements of the marketing mix and within agreed budget. It is essential that the marketing programme is contemporary and includes both traditional and digital elements.

**Up to 5 marks** for identification of resource and management issues impacting on implementation of the marketing programme.

**Up to 4 marks** identification of appropriate methods of monitoring and evaluating the effectiveness of the plan.

The minimum evidence requirement includes the submission of an **activity log/diary** covering stages 1 and 2, for which **up to 4 marks** can be awarded.

**Total marks for Developing stage: 60**

### Stage 3 — Evaluating

In this final stage **which is worth 15 marks**, learners are to review their assignment by considering the Planning and Developing stages of the project, including areas modified. They will appraise their project in terms of strengths and weaknesses and also identify knowledge and skills which have been gained or developed throughout the graded unit.

A suggested marking scheme is noted below:

**Up to 4 marks** for an overview of the planning and development stages of the project, including any areas which may have been modified during the course of the assignment.

**Up to 11 marks** for an evaluation of the project in terms of strengths and weaknesses of:

- ◆ meeting the objectives of the case study or client brief
- ◆ learner's management of the project, including identification of knowledge and skills which have been gained or developed

**Total marks for Evaluating stage: 15**

## Higher National Project-based Graded Unit Support Notes (cont)

**Graded unit title:** Marketing: Graded Unit 2

### 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, Planning and Organising and Reviewing and Evaluating**

Learners are to plan and produce an action plan for the overall graded unit project including identification of the aims of the project; selection and justification of the relevant tasks and production of an action plan for all three stages of the project which is to show how they will manage and complete their analysis and produce a marketing plan within a reasonable timescale.

They have to undertake an analysis of case materials/scenario or client data which includes a marketing audit; SWOT analysis and areas of key actions. They then produce a coherent and appropriate one-year marketing programme at operational level including marketing objectives; target markets; sales forecasts; marketing ideas which cover all aspects of the marketing mix and include traditional and digital marketing; issues that will impact on their marketing plan and methods of monitoring its effectiveness.

In Stage 3, learners will produce an evaluation of their activity which includes an evaluation of both the Planning and Developing stages of their project and identification of knowledge and skills they have developed/gained.

#### ◆ **Communication — Components Written Communication (Reading), Written Communication (Writing) and Oral Communication**

Learners are to read, understand and evaluate a range of complex marketing information. Firstly they have to read and understand the client brief/case study materials and identify, summarise and select relevant marketing information and tools. This will include complex and specialist vocabulary and could include diagrams, charts, tables, etc as well as words. Much of this will be in digital format. They have to produce sound one year marketing programme in line with the client brief/case study materials which is clear and well-constructed using appropriate, accurate and technical language.

#### ◆ **Information and Communication Technology (ICT) — Components Accessing information and Providing/Creating Information**

Within this graded unit, learners are to access a wide range of relevant marketing information which will mainly be through use of online sources. They are to undertake marketing research which will involve the use of online research tools. They can also use a range of digital tools as part of their marketing plan in Stage 2 and, as well as traditional marketing materials, they could include online materials to support their one year marketing programme. In Stages 1 and 2, learners must maintain a log/diary of their activities — it is extremely likely that this will be in a digital format.

## Higher National Project-based Graded Unit Support Notes (cont)

**Graded unit title:** Marketing: Graded Unit 2

◆ **Numeracy — Components Using Graphical Information and Using Numbers**

As part of their marketing plan, eg in their analyses, learners could use graphs, charts, tables or diagrams to communicate their findings. They also have to apply numerical skills within their analyses and as part of their marketing plan, such as in their sales forecasting.

As learners progress through this graded unit, they will acquire skills necessary to plan, develop and review a marketing plan in line with the client brief or case study materials. This will help them gain a good understanding of some of the demands of the marketing industry which could be used to enhance their employability prospects.

## History of changes to graded unit

Version	Description of change	Date

© Scottish Qualifications Authority 2017

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

Additional copies of this unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Business Development and Customer Support team, telephone 0303 333 0330.

## General information for learners

### Graded unit title: Marketing: Graded Unit 2

This graded unit integrates the main knowledge and skills gained in the units within the HND in Marketing. It is therefore expected that you will have either completed or are in the process of completing the mandatory units of your HND in Marketing.

This graded unit is based on a project and the assessment is a practical assignment which relates to planning, developing and evaluating a response to a client brief or case study materials. You will work on an individual basis and you are required to demonstrate your knowledge and understanding of marketing by carrying out a marketing audit and produce a one-year marketing plan at an operational level for an organisation.

There are three stages to this graded unit and the main activities in each stage are:

#### Stage 1 — Planning

In this initial stage, you will interpret and identify the aims of the given client brief or case study; select and justify the relevant tasks and produce a project action plan showing how you will manage and complete the various tasks required to produce the one-year marketing plan within a reasonable timescale.

#### Stage 2 — Developing

You are to produce a marketing plan which will be in two main parts.

- (a) Firstly, your analysis of the client data or case study which is to include a marketing audit; a SWOT analysis and identification of key action areas.
- (b) Secondly, a marketing programme which is to include marketing objectives; identification of an appropriate a marketing strategy; identification and justification of target market(s); forecasts of sales; an marketing action plan (or programmes) for the next 12 months covering all elements of the marketing mix; identification of resource and management issues impacting on implementation of your marketing programme; and identification of appropriate methods of monitoring the effectiveness of your marketing programme.

You are required to maintain an activity log across Stages 1 and 2 of this graded unit.

#### Stage 3 — Evaluating

In this final stage, you will review your assignment by considering the Planning and Developing stages of the project, including areas modified. You will appraise your project in terms of strengths and weaknesses and also identify knowledge and skills which have been gained or developed throughout the graded unit.

Your project will be marked out of 100 and **you must pass each stage before moving onto the next stage**. Each stage has the following marks:

Planning:	25 marks
Developing:	60 marks
Evaluation:	15 marks

## **General information for learners (cont)**

**Graded unit title:** Marketing: Graded Unit 2

There will also be opportunities to develop Core Skills of *Communications, Problem Solving, Numeracy* and *Information and Communication Technology (ICT)*.