



National Unit specification: general information

Unit title: Behavioural Aspects of Marketing (SCQF level 6)

Unit code: FT8Y 12

Superclass: BA

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Version: 02

Summary

This Unit aims to provide candidates with the knowledge and skills to relate the nature of consumer buying behaviour to a marketing context. The candidate will gain an understanding of the decision making process, including drivers and influencers of purchasing and the role of marketing in understanding consumers and anticipating demand. The Unit will be of interest to a wide range of candidates, particularly those directly concerned with marketing, advertising and other consumer behaviour related subjects at SCQF levels 5 and 6. This Unit is an optional Unit in the National Certificate in Advertising and PR at SCQF Level 5, but is also available as a free-standing Unit.

Outcomes

- 1 Explain consumer buying behaviours.
- 2 Carry out an investigation in order to make a marketing decision appropriate to a given brief.

Recommended entry

Entry is at the discretion of the centre. Candidates do not need any prior knowledge or experience of marketing. However, good communication skills will be an advantage.

Credit points and level

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

**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.*

General information (cont)

Unit title: Behavioural Aspects of Marketing (SCQF level 6)

Core Skills

Achievement of this Unit gives automatic certification of the following Core Skills component:

- ◆ Critical Thinking at SCQF level 6

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit specification.

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 consumer buying behaviours.

Performance Criteria

- (a) Accurately explain consumer buying behaviours using current industry terminology.
- (b) Correctly identify drivers and influencers of purchasing decisions.
- (c) Explain the role of marketing in understanding consumers and anticipating demand.

Outcome 2

Carry out an investigation in order to make a marketing decision appropriate to a given brief.

Performance Criteria

- (a) Investigate a marketing issue according to a given brief.
- (b) Apply appropriate consumer buying behaviours.
- (c) Explain and justify the marketing decision made in terms of the investigation findings.
- (d) Record and present the findings of the investigation in a manner appropriate to the brief.

National Unit specification: statement of standards (cont)

Unit title: Behavioural Aspects of Marketing (SCQF level 6)

Evidence Requirements for this Unit

Written and/or oral recorded evidence is required to demonstrate that all Outcomes and Performance Criteria have been achieved.

Evidence for Outcome 1 must include:

- ◆ Explanation of theories of consumer buying behaviour using current industry terminology, with reference to personal, psychological and social drivers and influencers of the purchasing decision.
- ◆ Explanation of the role of marketing in understanding consumers and anticipating demand should be explained with reference to buying behaviours.

This assessment should be completed under closed-book restricted response conditions.

Evidence for Outcome 2 should demonstrate:

- ◆ The application of consumer buying behaviours in a marketing context resulting in the explanation of marketing tactics justified by the results of an investigation into a given marketing issue. This should include evidence of research based on consumer buying behaviours.
- ◆ The findings should clearly highlight the relationship between the consumer behaviours and marketing tactics.

This assessment should be completed under open-book conditions to enable the candidate to undertake research.

National Unit specification: support notes

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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

In this Unit candidates will learn about various consumer buying behaviours and should be able to explain and apply them at a basic level. They will also learn about the consumer decision making process and the influences on this process.

The emphasis on this Unit is on the understanding of consumer buyer behaviours and the role of marketing in understanding these behaviours and anticipating demand. This should include types of buying behaviours such as routine response, limited decision, extensive decision and impulse buying; the consumer decision making process and the influences on this process such as Personal, Psychological and Social influences.

Guidance on learning and teaching approaches for this Unit

It is recommended that the amount of time allocated to Outcome 1 should be within the range of 10–15 hours, including time for assessment. This will provide the necessary time required to guide and facilitate candidates in the preparation and submission of the practical work required for Outcome 2.

Outcome 2 could be conducted as a research based investigation project, using some secondary and some primary research. After some initial secondary research on the brief, candidates could develop an 8–12 question survey as the basis for their investigation.

It is recognised that the scope of the investigation for Outcome 2 may be of any size and therefore candidates should be cautioned or guided to undertake a project which is attainable within the time constraints. The number of respondents and their locations should be controlled and the emphasis should be on the process of the project rather than the size. It is thought that if the candidate is able to conduct an investigation into consumer buying behaviour based on a product/brand of interest to them that this will enhance the learning experience and make it more relevant for the candidate.

The presentation should be brief and, certainly, oral and written, numeric or graphic support should only be used where these are of benefit.

The Unit should provide candidates with an opportunity to develop the following essential skills:

Employability: through developing practical skills to industry standards and working on time limited tasks.

Sustainability: through using electronic rather than paper resources to present findings.

National Unit specification: support notes (cont)

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Guidance on approaches to assessment for this Unit

Instruments of assessment

Outcome 1

This could be assessed by restricted response questions.

Outcome 2

This could be assessed through a project based on an investigation into consumer buying behaviour in relation to a given brief. Findings may be presented by a short report of about 800 words or a presentation of at least five minutes in length. Presentation of evidence could include numeric or graphic support where these are of benefit.

This could be assessed in groups or individually. However individual checklists should be applied to ensure individual assessment evidence is accurately recorded.

Opportunities for the use of 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 e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

Opportunities for developing Core Skills

Candidates will learn about various consumer buying behaviours and should be able to explain and apply them at a basic level. They will also learn about the consumer decision making process and the influences on this process.

Candidates will:

- ◆ explain characteristics of consumer buying behaviours
- ◆ carry out research
- ◆ analyse and explain the findings of their research
- ◆ present findings in oral or written form.

This means that as they are doing this Unit candidates will develop aspects of the Core Skills of *Communication* and *Problem Solving*.

National Unit specification: support notes (cont)

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In addition the following Core Skills may be developed through specific learning and teaching techniques for example:

- ◆ *Numeracy* — through presenting findings in graphical formats
- ◆ *Information and Communication Technology (ICT)* — through using the internet for research purposes and designing questionnaires and producing reports using ICT
- ◆ *Working with Others* — through working in teams to research, discuss and present findings

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

History of changes to Unit

Version	Description of change	Date
02	Core Skills Component Critical Thinking at SCQF level 6 embedded.	29/09/2011

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