

# Unit 2: Developing a Marketing Campaign

Level: **3**

Unit type: **External**

Guided learning hours: **90**

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## Unit in brief

Learners will gain skills relating to, and an understanding of, how a marketing campaign is developed.

## Unit introduction

Marketing is a dynamic field central to the success of any business. You will gain an understanding of how a marketing campaign is developed. You will explore different stages of the process that a business goes through when developing its campaign and develop your own campaign for a given product/service.

You will examine the marketing aims and objectives for existing products/services and understand the importance of relevant, valid and appropriate research in relation to customers' needs and wants. You will use given market research data and other information to make recommendations about the type of marketing campaign that a business should undertake. In this unit, you will draw on your learning from across your programme to complete the assessment task.

This unit will give you an insight into how important marketing is to business. It will enable you to make an informed choice as to whether you want to specialise in marketing in employment, training or higher education.

## Summary of assessment

This unit is assessed under supervised conditions. Learners will be given a case study two weeks before a supervised assessment period in order to carry out research.

The supervised assessment period is a maximum of three hours and can be arranged over a number of sessions. During the supervised assessment period, learners will be required to complete a task where they prepare a rationale and then a plan for a marketing campaign for a given product or service. Pearson sets and marks the task.

The number of marks for the unit is 70.

The assessment availability is twice a year in December/January and May/June. The first assessment is available in May/June 2017.

Sample assessment materials will be available to help centres prepare learners for assessment.

## Assessment outcomes

**AO1** Demonstrate knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions

**AO2** Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns

**AO3** Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances

**AO4** Be able to develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments

## Essential content

The essential content is set out under content areas. Learners must cover all specified content before the assessment.

### A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign

#### A1 The role of marketing

- Principles and purposes of marketing:
  - anticipating demand
  - recognising demand
  - stimulating demand
  - satisfying demand.
- Marketing aims and objectives:
  - understanding customer wants and needs
  - developing new products
  - improving profitability
  - increasing market share
  - diversification
  - increased brand awareness and loyalty.
- Types of market – mass and niche market.
- Market segmentation.
- Branding, brand personality, brand image, unique selling point (USP), implications of business size for marketing activity, budgetary constraints, availability of specialist staff.

#### A2 Influences on marketing activity

- Internal influences:
  - cost of the campaign
  - availability of finance
  - expertise of staff
  - size and culture of the business.
- External influences:
  - social
  - technological
  - economic
  - environmental
  - political
  - legal
  - ethical.

### B Using information to develop the rationale for a marketing campaign

#### B1 Purpose of researching information to identify the needs and wants of customers

- To identify target markets.
- To identify size, structure and trends in the market.
- To identify competition.

## **B2 Market research methods and use**

- Primary research, to include survey, interview, observation, trials, focus groups.
- Secondary research:
  - internal – business data on customers and financial records to include loyalty cards and sales records
  - external – commercially published reports, government statistics, trade journals, media sources.
- Importance of validity, reliability, appropriateness, currency, cost.
- Quantitative and qualitative data, when and where used.
- Sufficiency and focus of the research.
- Selection and extraction.

## **B3 Developing the rationale**

- Interpretation, analysis and use of data and other information to make valid marketing decisions.
- Identification of any further sources of information that may be required.
- Evaluation of the reliability and validity of the information obtained.
- Product life cycle.

## **C Planning and developing a marketing campaign**

### **C1 Marketing campaign activity**

- Selection of appropriate marketing aims and objectives to suit business goals.
- Situational analysis: SWOT (Strengths, Weaknesses, Opportunities, Threats) and PESTLE (Political, Economical, Social, Technological, Legal, Environmental).
- Use of research data to determine target market.
- Use of research data to conduct competitor analysis.

### **C2 Marketing mix**

- Product development: form and function, packaging, branding.
- Pricing strategies: penetration, skimming, competitor based, cost plus.
- Promotional advertising, public relations (PR). Sponsorship, use of social and other media, guerrilla marketing, personal selling, product placement, digital marketing, corporate image.
- Place, distribution channels: direct to end users (mail/online/auction), retailers, wholesalers.
- Extended marketing mix: people, physical environment, process.

### **C3 The marketing campaign**

- Content of the marketing message.
- Selection of an appropriate marketing mix.
- Selection of appropriate media.
- Allocation of the campaign budget.
- Timelines for the campaign, including monitoring.
- How the campaign is to be evaluated.

### **C4 Appropriateness of marketing campaign**

- How far the marketing activity reinforces and supports brand value.
- The sustainability of marketing activities.
- Flexibility of the campaign to enable response to both internal and external changes.
- Relevance to organisational goals.
- Appropriateness to target market.
- Legal and ethical considerations.

## Grade descriptors

To achieve a grade a learner is expected to demonstrate these attributes across the essential content of the unit. The principle of best fit will apply in awarding grades.

### Level 3 Pass

Learners will be able to demonstrate knowledge and understanding of the factors that contribute to the development of a successful marketing campaign and how the external environment can influence success. They show understanding of the importance of effective market research in informing decision making and contributing to business success. They can analyse unfamiliar information and data, and consider the implications in the context of the business information given, making appropriate justified recommendations linked to their proposed campaign. Learners will demonstrate the ability to work within a budget and apply marketing decision-making tools when creating their marketing campaign.

### Level 3 Distinction

Learners will be able to critically evaluate information and data relating to the development of a successful marketing campaign in context. They can apply a range of relevant marketing concepts and decision-making tools in order to give justified recommendations for a campaign within budget. They demonstrate a thorough grasp of the importance of effective market research in informing decision making and contributing to business success in context. Learners have a thorough understanding of the implications and necessary future actions of the campaign proposed in the context of the external environment, evidenced through sustained links to wider research.

## Key terms typically used in assessment

The following table shows the key terms that will be used consistently by Pearson in our assessments to ensure students are rewarded for demonstrating the necessary skills.

Please note: the list below will not necessarily be used in every paper/session and is provided for guidance only.

Command or term	Definition
Primary research	Research compiled directly from the original source, which may not have been compiled before. Learners are expected to understand the advantages and disadvantages of different primary research methods.
Qualitative research	Descriptive data, such as data drawn from open-ended questions in questionnaires, interviews or focus groups.
Quantitative research	Data in numerical form which can be categorised and used to construct graphs or tables of raw data.
Secondary sources/research	Published research reports and data, likely to be based on analysis of primary research.

## Links to other units

This unit links to:

- Unit 16: Visual Merchandising
- Unit 17: Digital Marketing
- Unit 22: Market Research.

## Employer involvement

This unit would benefit from employer involvement in the form of:

- guest speakers and interview opportunities
- work experience
- business material as exemplars
- visits to appropriate businesses.