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|  | **Enderoth**  Cambridge TEC (Certificate/Diploma) in Business  **Unit 06 – Marketing Strategy** | Student Name:­­­­ **Grade Awarded by:**  **Date Awarded: \_\_\_\_\_\_\_\_\_\_** Grade: PASS/MERIT/DISTINCTION |

##### Unit 06 - Assignment Checklist - DD-MM-2017

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| **TASKS** | **ACTIVITIES** | | | | | | | | | | | | | | | **STUDENT** | | **STAFF** |
| **LO1 - Understand the Purpose of Marketing Strategies** | | | | | | | | | | | | | | | | | | |
| **P1.1 – Task 01** | Why is market research important? What kinds of market research might have prevented the above situation? Be as precise as you can. | | | | | | | | | | | | | | |  |  | |
| **P1.2 – Task 02** | Explain what Marketing objectives typically cover using the SMART analysis to define revenue, customer base, repeat custom, new products, market share, brand awareness, advertising campaigns and staying innovative. | | | | | | | | | | | | | | |  |  | |
| revenue | | | | customer base | | | repeat custom | | | | | new products | | |
| market share | | | | brand awareness | | | advertising campaigns | | | | | staying innovative | | |
| **P1.2 – Task 03** | Identify SMART marketing objectives for INK and consider the aims and potential outcomes of these set objectives. | | | | | | | | | | | | | | |  |  | |
| **P2.1 – Task 04** | Explain the role and benefits or Market Segmentation in Planning a Strategy with the use of examples. | | | | | | | | | | | | | | |  |  | |
| dividing potential customers into groups | | | Decide the best place to advertise to increase sales | | Potential benefits of segmentation to a business | | | | By increasing marketing efficiency | | | | | By giving businesses commercial advantage |
| **M1.1 – Task 05** | Identify the levels and methods of Segmentation in line with a marketing strategy for INK and outline the benefits to a company like INK of doing so. Explain the importance to a specific business of market segmentation in planning a marketing strategy. | | | | | | | | | | | | | | |  |  | |
| **D1.1 – Task 06** | Compare two businesses with contrasting marketing strategies and evaluate the impact of the strategy on each business | | | | | | | | | | | | | | |  |  | |
| **P3.1 – Task 07** | Explain the range of different marketing strategies and the role they play in Planning a Strategy with the use of examples. | | | | | | | | | | | | | | |  |  | |
| Diversification | | | | Market penetration | | | | | | Market development | | | | |
| Cost leadership | | | | Differentiation | | | | | | Product development | | | | |
| **P3.1 – Task 08** | Identify the different strategies of marketing for INK and outline the benefits to a company like INK of using each of these. | | | | | | | | | | | | | | |  |  | |
| **P4.1 – Task 09** | Explain the range of different marketing approaches and the limits they make to Planning a Strategy with the use of examples. | | | | | | | | | | | | | | |  |  | |
| Niche | Mass | | | **Product-led/product orientation** | | | | **Asset-led** | | | **Market-led/market orientation** | | | |
| **P4.1 – Task 10** | Identify the different marketing approaches that could be used for INK and outline the benefits to a company like INK of using each of these. | | | | | | | | | | | | | | |  |  | |
| **M2.1- Task 11** | Analyse the marketing approach taken and the marketing strategy created by a specific business to market a product. | | | | | | | | | | | | | | |  |  | |
| **LO2 - Understand Factors Influencing Strategies** | | | | | | | | | | | | | | | | | | |
| **P5.1 – Task 01** | Describe the different factors that can affect the Marketing Strategies adopted by companies with examples of beneficial and problematic campaigns. | | | | | | | | | | | | | | |  |  | |
| Businesses at different stages of their life cycle | | | | Different markets | | Social trends | | | Stakeholders | | | Flexibility of the Marketing Mix | | |
| **P5.1 – Task 02** | Explain how these factors could influence the marketing strategy of a specific business in a positive and negative manner. | | | | | | | | | | | | | | |  |  | |
| **M3.1 – Task 03** | Describe the impact of unforeseen changes and unexpected events on the marketing strategy of a specific business. | | | | | | | | | | | | | | |  |  | |
| **D2.1 – Task 04** | Write a report for James that describes and evaluates how a specific business has or might react to changes in the factors influencing its marketing strategy deal to include contingency planning against unlikely events or changes. | | | | | | | | | | | | | | |  |  | |
| **LO3 - Understand Digital Marketing** | | | | | | | | | | | | | | | | | | |
| **P6.1 – Task 01** | Define Digital Marketing and using an appropriate business example describe the possible range of methods used. | | | | | | | | | | | | | | |  |  | |
| **P6.2 - Task 02** | Define, with examples, the purpose and benefits of Digital marketing Strategies. | | | | | | | | | | | | | | |  |  | |
| Changing nature of marketing | To reduce costs | | | Increased participation in social communities and generating interest groups | | | Changes in consumer behaviour | | | To improve reputation | | | To improve and maintain electronic customer relationship management | |
| **P6.2 - Task 03** | Explain to James in a report why INK may consider developing a digital marketing strategy. | | | | | | | | | | | | | | |  |  | |
| **LO4 - Know What Benefits Branding Can Generate For Businesses** | | | | | | | | | | | | | | | | | | |
| **P7.1 - Task 01** | In a report, describe with examples what Branding is and the benefits to companies of doing it. | | | | | | | | | | | | | | |  |  | |
| **P7.2 – Task 02** | In a report, describe for INK what they have done to create brand recognition and unique selling points, and to represent their beliefs and values. | | | | | | | | | | | | | | |  |  | |
| **LO5 - Be Able To Use Business Tools to Propose Marketing Strategies** | | | | | | | | | | | | | | | | | | |
| **P8.1 – Task 01** | Describe the Ansoff Matrix in regard to marketing, state the benefits of using this tool with examples. | | | | | | | | | | | | | | |  |  | |
| **P8.1 – Task 02** | For INK, create a report describing how Ansoff’s Matrix marketing tool could be used for the business | | | | | | | | | | | | | | |  |  | |
| **P8.2 – Task 03** | Describe Boston Portfolio Analysis in regard to marketing, state the benefits of using this tool with examples. | | | | | | | | | | | | | | |  |  | |
| **P8.2 – Task 04** | For INK, create a report describing how Boston Portfolio Analysis tool could be used to consider the market share and growth. | | | | | | | | | | | | | | |  |  | |
| **P8.3 – Task 05** | Describe Porter’s Generic Strategy in regard to marketing, state the benefits of using this tool with examples. | | | | | | | | | | | | | | |  |  | |
| **P8.3 – Task 06** | For INK, create a report describing how Porter’s Generic Strategy marketing tool could be used to consider the companies competitive advantage. | | | | | | | | | | | | | | |  |  | |
| **P8.4 – Task 07** | Describe what a SWOT analysis is in regard to marketing, state the benefits of using this tool with examples. | | | | | | | | | | | | | | |  |  | |
| **P8.4 – Task 08** | For INK, create a report by creating and describing how a SWOT analysis tool could be used to consider the market awareness in terms of a marketing plan. | | | | | | | | | | | | | | |  |  | |
| **P8.5 – Task 09** | Describe what a STEEPLE analysis is in regard to marketing, state the benefits of using this tool with examples. | | | | | | | | | | | | | | |  |  | |
| **P8.5 – Task 10** | For INK, create a report by creating and describing how a STEEPLE analysis tool could be used to consider the market awareness in terms of a marketing plan. | | | | | | | | | | | | | | |  |  | |
| **P8.5 – Task 11** | Describe what a 4P’s analysis is in regard to marketing, state the benefits of using this tool with examples. | | | | | | | | | | | | | | |  |  | |
| **P8.5 – Task 12** | For INK, create a report by creating and describing how a 4P’s analysis tool could be used to consider the market and product preparation for marketing. | | | | | | | | | | | | | | |  |  | |
| **M4.1 – Task 13** | Assess the business tools used in a marketing strategy proposal and explain how effective they were. | | | | | | | | | | | | | | |  |  | |
| Ansoff | | Boston | | | SWOT | | | | Pestle | | | | | 4P’s |