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|  | **Enderoth**  Cambridge TEC (Certificate/Diploma) in Business  **Unit 05 – Marketing and Market Research** | Student Name:­­­­ **Grade Awarded by:**  **Date Awarded: \_\_\_\_\_\_\_\_\_\_** Grade: PASS/MERIT/DISTINCTION |

##### Unit 05 - Assignment Checklist - DD-MM-2017

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| **TASKS** | **ACTIVITIES** | **STUDENT** | | **STAFF** |
| **LO1 - Understand the Role of Marketing in Business** | | | | |
| **P1.1 – Task 01** | For this scenario, describe which factors could be the most important in leading to the success of this business? Explain your thinking. |  |  | |
| **P1.1 – Task 02** | For your business, could there have been other significant factors, not mentioned above that would influence the success or failure of the enterprise? Give as many possible examples as you can. |  |  | |
| **P1.2 – Task 03** | For your company, state the purpose of marketing in the early stage of startup and the longer term objective of marketing. |  |  | |
| **P1.3 – Task 04** | For your company state how marketing will influence and depend upon the departments and business functions. |  |  | |
| **P1.4 – Task 05** | In terms of Market Standing, Innovation, Human, Financial and Physical resources and Productivity, explain the riles and describe how marketing fits into your company’s strategic plan. |  |  | |
| **P2.1 - Task 06** | Explain the purpose of Market Analysis |  |  | |
| **P2.1 - Task 07** | Explain with the use of diagrams, market mapping and the benefits of Competitor Analysis. |  |  | |
| **P2.1 - Task 08** | For your company describe and define Market Analysis and why it is important to find a gap in the market. Explain the steps a business could take to avoid a competitor positioning a new product or brand in a similar area of the market to itself. |  |  | |
| **P2.2 – Task 09** | Using the slides, describe the benefits of market segmentation for your business in terms of competitiveness and retention. |  |  | |
| **P3.1 – Task 10** | Using the titles Sales, Income and Awareness, explain how businesses measure the impact of their marketing, using at least two contrasting businesses. |  |  | |
| **M1.1 – Task 11** | Analyse the impact of a particular marketing campaign run by a specific business. |  |  | |
| **LO2 - Know The Constraints on Marketing** | | | | |
| **P4.1 – Task 01** | Explain how your shop adverts have to abide by the rules and regulations of the Consumer Protection Act and advertising standards. |  |  | |
| **P4.2 – Task 02** | Explain how Ethical, Cultural, Financial and Technical constraints can impact on Marketing. |  |  | |
| **P4.2 – Task 03** | Using your company example, explain how their marketing plan and marketing ability might be limited by financial and technical issues. |  |  | |
| **P4.3 – Task 04** | Explain why Employees may be a restriction to marketing and advertising. |  |  | |
| **P4.3 – Task 05** | Explain what Broadcast rules and regulations exist to limit advertising and why it is important to advertise in a way that does not breach Broadcast Codes rules. |  |  | |
| **P4.4 - Task 06** | Read the following document, using one example, comment on the role Trading standards plays in the policing of the business world. |  |  | |
| **P4.4 – Task 07** | Describe the limitations form Penalties and the threat of trading Standard plays on advertising your company. |  |  | |
| **LO3 - Be able to Carry Out Market Research for Business Opportunities** | | | | |
| **P5.1 – Task 01** | Using either of the two [Case Studies](LO3%20-%20Tasks/LO3%20-%20Task%2001%20-%20Scenarios.docx), Tesco’s or Halfords, define the function and use of Market research. |  |  | |
| **P5.2 – Task 02** | Define Market Research and what a Market Research proposal is in terms of Customers, Market Understanding, Competitors and Decision Making. |  |  | |
| **P5.2 – Task 03** | Define Market Research and what a Market Research proposal is in terms of Customers, Market Understanding, Competitors and Decision Making. |  |  | |
| **P5.3 - Task 04** | Describe the different Market Research types and outline the advantages and disadvantages of each. |  |  | |
| **P5.3 – Task 05** | For your chosen company describe the how it can use the different types of research in its marketing plan. |  |  | |
| **P5.3 – Task 06** | Describe how sampling, questionnaires, focus groups and interviews are used as part of a Marketing Plan. |  |  | |
| **P5.3 – Task 07** | For your chosen company describe the how it can use the sampling, questionnaires, focus groups and interviews for Market Research |  |  | |
| **P5.4 – Task 08** | Describe and explain how online marketing methods are used as part of a Marketing Plan. |  |  | |
| **P5.4 – Task 09** | For your chosen company describe the how it can use the online marketing methods to gain product information. |  |  | |
| **P5.5 – Task 10** | Describe and Explain the different Sampling methods of gaining feedback, for your marketing plan and outline their advantages and disadvantages of each method. |  |  | |
| **M2.1 – Task 11** | Justify your choice of sampling feedback method for your game presentation in terms of Verbal, Listening, Written and Questioning techniques that could be used. |  |  | |
| **P5.6 – Task 12** | Describe and Explain the different external sources of marketing information available and explain the advantages and disadvantages of each in generating an effective marketing plan. |  |  | |
| **M2.2 – Task 13** | Justify your choice of External Marketing research tools in generating your marketing plan. |  |  | |
| **P6.1 – Task 14** | Create a Questionnaire for your company on the demands for opening a new shop or broadening the range of products following the above rules using quantitative and qualitative questions, and a range of answering methods. |  |  | |
| **P6.2 – Task 15** | Carry out and demonstrate market research using Primary and Secondary methods for your company. |  |  | |
| **M2.3 – Task 16** | Using **Reasons, Availability** and **Reporting**, describe and explain the restrictions placed on research methods. |  |  | |
| **M2.3 – Task 17** | Using the titles and based on own research, assess the choice of market research **method and type** used, explaining their effectiveness. |  |  | |
| **D1.1 – Task 18** | Justify the choice and sequence of questions used in the market research. |  |  | |
| **LO4 - Be able to Validate and Present Market Research Findings** | | | | |
| **P7*.*1 – Task 01** | Using the headings, **Examining Raw Data** and **Addressing Incomplete Responses**, assess the validity of market research findings for a specific business opportunity against its market research proposal. |  |  | |
| **P7.2 – Task 02** | Using your own data results, explain with examples how you can validate the results and demonstrate this method. |  |  | |
| **P7.2 – Task 03** | Using your own data results, explain with examples how you can improve the reliability of the results and demonstrate this with examples. |  |  | |
| **P7.2 – Task 04** | Using your own data results, explain with examples how your findings measure what the market research campaign/exercise intended to measure. |  |  | |
| **P7.3 – Task 05** | Create a range of Data analysis of the results of your research and questionnaires in preparation of presenting your findings. |  |  | |
| **M3.1 – Task 06** | Explain with examples from your own research how identifying limitations and recommendations on future research is a necessary part of the marketing process. |  |  | |
| **M3.1 – Task 07** | Based on assessment of own market research findings recommend improvements or additional market research requirements. |  |  | |
| **D2.1 – Task 08** | Recommend and justify marketing decisions that the business could take. |  |  | |
| **P8.1 – Task 09** | Using your research, in a report produce a range of results from your finding to include, aims and objectives, charts, tables, analysis and results. |  |  | |
| **P8.2 – Task 10** | Using your research, in a report produce a range of results from your finding to include, aims and objectives, charts, tables, analysis and results. |  |  | |