



PiXL Independence

BTEC L3 Business Developing a Marketing Campaign

Student Booklet

KS5

Contents:

- I. Multiple Choice Questions - 20 credits
- II. Short Answer Questions – 40 credits
- III. Wider Reading – 5 credits per summary
- IV. Practical Learning Activities – 10 credits per activity
- v. Practice Controlled Assessment Task - 100 credits

i. Multiple Choice Questions

1) There are principles and purposes of marketing. In short it is about giving customers what they want. Highlight which purpose below represents that statement.

- a) Anticipating demand
- b) Recognising demand
- c) Stimulating demand
- d) Satisfying demand

2) There are a whole range of marketing aims and objectives which should underpin a marketing campaign and support the goals of the business. Highlight the one that means getting into different sectors.

- a) Increasing market share
- b) Improving profitability
- c) Diversification
- d) Increased brand awareness and loyalty

3) It is vital for businesses to know key information about their customer for example gender, age group, income and lifestyle. What is the correct terminology for this in business?

- a) Branding
- b) Unique selling point
- c) Type of market
- d) Market segmentation

4) Products that are 'produced and distributed in large quantities and intended to appeal to the widest range of consumers' belong to which type of market?

- a) Mass market
- b) Niche market

5) In business there are both internal and external influences on marketing activity which need to be considered carefully. Which one of the terms below is the tool used for analysing external influences?

- a) Product life cycle
- b) SWOT analysis
- c) Boston Matrix
- d) PESTLE analysis

6) Which is the odd one out in the following list and is not an influence that comes internally from within the business?

- a) Availability of finance
- b) Environmental issues
- c) Expertise of staff
- d) Size and culture of the business

7) A good business would need to be aware of how well a particular market is doing and whether it is going from strength to strength and growing or is in decline and sales are falling. What would this be referred to as?

- a) Following the target market
- b) Following the market segment
- c) Following the market trend
- d) Following the competition

8) Businesses use a variety of methods to carry out market research to find out customer needs and wants. Which is the odd one out and is not a primary research method?

- a) Media sources
- b) Survey
- c) Interview
- d) Focus group

9) Businesses need to gather both qualitative and quantitative data to inform its research. Which of the following methods of researching is more likely to offer qualitative data?

- a) Government statistics
- b) Business data on customers
- c) Financial records
- d) Focus groups

10) Look at the following definition and decide which is the correct term that it is describing.

‘Research compiled directly from the original source which may not have been compiled before.’

- a) Qualitative
- b) Primary
- c) Secondary
- d) Quantitative

11) Product life cycle refers to the stages through which a product or a product category bypass. Which of the following is not a product life cycle stage?

- a) Decline
- b) Maturity
- c) Profitability
- d) Growth

12) Once a product goes fully through its life cycle it reaches the end of its life but that does not mean that the product will disappear. What is the term that represents this?

- a) Extension strategy
- b) Longevity strategy
- c) Prolonged strategy
- d) Continuation strategy

13) At the growth stage on the product life cycle a product has particular characteristics. Which of the following is not a feature of a product in the 'growth' stage?

- a) Needs continued investment
- b) Needs marketing and promotion support
- c) Needs an extension strategy developing
- d) Is not making a profit

14) When planning and developing a marketing campaign the business needs its market research to inform its marketing mix. From the list below identify the three headings that make up the 'extended marketing mix'.

- a) Promotion
- b) Process
- c) People
- d) Place
- e) Price
- f) Physical environment

15) What part of the marketing mix would be concerned with distribution channels, retailers and wholesalers?

- a) Product
- b) Price
- c) Place
- d) Promotion

16) What part of the marketing mix would be concerned with form and function, packaging and branding?

- a) Promotion
- b) Process
- c) People
- d) Product
- e) Price
- f) Physical environment

17) Creating a timeline for the marketing campaign is vital for a business to ensure that it can be monitored and remain on track. Which of the following software programmes might be used to create a timeline?

- a) Publisher
- b) Word
- c) Access
- d) Excel

18) There is a specific type of illustration used in businesses to plot the timing of activities. Which of the following is the right term?

- a) The organisational chart
- b) The Gantt chart
- c) The flowchart
- d) The product life cycle graph

19) This type of marketing focuses on the positives of a product or service, clearly stating that it seeks to minimise any negative impacts on the environment. What is the term used today by businesses?

- a) Flexible
- b) Environmental
- c) Sustainable
- d) Accessible

20) Marketing campaigns need to be 'appropriate'. Which of the following descriptions is not 'appropriate' for a marketing campaign?

- a) Sustainable marketing activities
- b) Relevant to the organisational goal
- c) Unresponsive to internal and external change
- d) Legal and ethical marketing activities

ii. Short Answer Questions

Answer the questions that explore the essential content of the unit.

1) A successful marketing campaign rationale relies on understanding the principles and purposes of marketing. Name the four principles and purposes of marketing.

i _____

ii _____

iii _____

iv _____

2) Understanding the aims and objectives of a marketing campaign is key. Name three key aims and objectives.

i _____

ii _____

iii _____

3) There are different segments in a market. In a campaign you need to know what market you are trying to target. Complete the grid with some typical market segments and explain them.

Market Segmentation	Explanation

4) These are some of the research methods that might be used for a marketing campaign. Identify them as Primary Research (P) or Secondary Research (S).

survey		focus groups	
observation		trade journals	
government statistics		trials	
media sources		interview	

5) Research can be categorised into primary or secondary research and they have their advantages and disadvantages. This will be important for your own marketing rationale. Complete the table below giving as many advantages and disadvantages as possible.

	Advantages	Disadvantages
Primary		
Secondary		

6) There is different terminology used in marketing. Look at the list below and give a brief explanation of each term.

Branding	
USP	
Branding personality	
Brand image	
Business size	
Budgetary constraints	

7) What are the four internal influences on marketing activity?

- i _____
- ii _____
- iii _____
- iv _____

8)What are the seven external influences on marketing activity?

i _____

ii _____

iii _____

iv _____

v _____

vi _____

vii _____

9)The following are definitions of the key market research terms. You need to fill in the key term from the following list:

Qualitative/Primary/Secondary/Quantitative/Internal Secondary Research/External Secondary Research/

‘ _____ research is used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics. It is used to quantify attitudes, opinions, behaviours, and other defined variables – and generalise results from a larger sample population.’

‘ _____ research consists of information gathered within a researcher’s firm (i.e. customer databases and reports from past primary research).’

‘ _____ research is defined as a methodology used by researchers to collect data directly, rather than depending on data collected from previously done research. Technically, they “own” the data.’

‘ _____ research comes from resources that are found further afield, such as in the popular press, industry journals, and press, commercial reports from private research organizations, government publications and studies, and research published by trade organizations that focus on the state of a particular industry.’

‘ _____ research focuses on obtaining data through open-ended and conversational communication. This method is not only about “what” people think but also “why” they think so.’

‘ _____ research or desk research is a research method that involves using already existing data. Existing data is summarized and collated to increase the overall effectiveness of research.’

10)The following are all areas of marketing tools used in businesses. Identify whether they are from the product life cycle (PLC), SWOT analysis (SA), marketing mix (MM), Boston Matrix (BM) or PESTLE analysis (PA).

Growth for the business		Promotion for the business	
Opportunities for the business		A cash cow product in the business	
A product in decline in a business		Identified weaknesses in a business	
The 'star' in a business portfolio		Environmental influences on a business	
Economic constraints on the business		The pricing choice in a business	

11)What is the definition of a SWOT Analysis?

12)What is the definition of a PESTLE Analysis?

13)Complete the table below giving a further explanation of the key terms in the marketing mix.

Marketing Mix	Further Explanation
Product	
Price	
Promotion	
Place	
People	
Physical environment	
Process	

14)Businesses operate in different types of market. Define each of the following markets:

A mass market is

A niche market is

15) Identify the three key purposes of researching information to identify the needs and wants of customers.

a) _____

b) _____

c) _____

16) What is the Product Life Cycle? Draw it in the box below.

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17) Explain each different stage of the Product Life Cycle.

Stage one	
Stage two	
Stage three	
Stage four	

18) Prior to planning and launching a marketing campaign, businesses need to develop the 'rationale'. What four steps does this involve?

i) _____

ii) _____

iii) _____

iv) _____

19) The marketing campaign consists of six specific sections that need to be considered. List them?

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20) The 'appropriateness' of a marketing campaign is essential to its success. What are the six factors that need to be measured against 'appropriateness'?

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

iii. Wider Reading

Look at the web links below, they cover the essential content in the specification, and then summarise the key points in a bullet point format. You should aim for between 5 – 10 significant points from each activity.

1. The role of marketing.

<http://www.yourarticlelibrary.com/marketing/role-of-marketing-top-10-important-role-of-marketing-in-making-a-product-successful/32289>.

2. Influences on marketing activity.

https://www.learnmarketing.net/Unit2Developing_a_marketingcampaignPage2.html

3. Market segmentation.

<https://smallbusiness.chron.com/define-market-segmentation-targeting-3253.html>

4. Market research methods.

<https://www.mymarketresearchmethods.com/an-overview-of-market-research-methods/>

5. The importance of validity and reliability in market research.

<https://www.linkedin.com/pulse/importance-validity-reliability-marketing-research-havish-madhvapaty>

6. Situational Analysis. (SWOT and PESTLE).

<https://smallbusiness.chron.com/reason-use-swot-pestle-analysis-40810.html>

7. Marketing Mix.

<https://marketingmix.co.uk/>

8. Determining a target market.

<https://digitalsparkmarketing.com/target-market/>

9. Developing a marketing campaign.

<https://www.under30ceo.com/6-steps-for-a-successful-marketing-campaign/>

iv. Practical Learning Activities

1. **mnemonic/acronyms** – to help you remember key content or formats and structures by heart make up some Mnemonic/acronyms and learn them.

For example, to learn A2 Influences on marketing activity you might use **PESTLE/SWOT/PLC**.

2. **Cue Cards** – Take your specification and write down the key essential content for each section on them to help you condense, visualise and learn them.

3. **Writing Frame** – Develop a writing frame structure for your rationale and your marketing plan so that you have a clear guide to follow.

4. **Past Papers** – ask your teacher to provide you with the past papers for the controlled assessment Part A and Part B since June 2017 so that you can practise the format you have learnt and practise working under timed conditions. Some are available on the BTEC website along with Mark Schemes.

5. **Resources** – Look online for BTEC Level 3 (2016) Developing a Marketing Proposal resources. Some might be free but there are others that you can purchase.

6. **Student Work Examples** – Your teacher will have made copies of previous submissions by students. Ask to see a selection of these to be able to visualise the end product. Your teacher will also have available Sample Marked Learner Work.

v. Practice Controlled Assessment Task

This section will help you practise the tasks and skills you will need to complete your controlled assessment. It gives you the opportunity to apply all the content that you have learnt in the above sections regarding developing a marketing campaign. It will also enable you to familiarise yourself with how the controlled assessment sections will be marked and what you need to include to get the maximum mark for each section. Like any exam, the content, format and structure need to be learnt and practised as you will apply the same approach to your actual controlled assessment task. In the controlled assessment under supervised conditions you will complete two activities to produce:

1) **a rationale** for a marketing campaign **(34 marks)**

This should include:

- marketing aims and objectives
- research data on the market, to include:
- an analysis of your research, using appropriate tools
- target market
- size, structure and trends

- competition
- an evaluation of the reliability and validity of the information researched
- a justification for your rationale.

Section	Maximum marks available
Aims and objectives	8 marks
Research	12 marks
Justification	10 marks
Structure	4 marks
Total	34 marks

2) **a plan for your marketing campaign (36 marks)**

This should include:

- a marketing mix
- a marketing message
- a selection of media
- a campaign budget
- a timescale.

Section	Maximum marks available
Marketing Mix	20 marks
Budget	4 marks
Timescale	4 marks
Presentation (Grammar, spelling)	4 marks
Total	32 marks

Prior to the exam date you will be given a 'Set task brief' **Part A** so that you can research, collect data and prepare notes in readiness for your controlled assessment date. This task brief will give you basic information on the business and its market which will allow you to carry out your research independently. You are allowed a maximum of six sides of A4 of your individually prepared notes of research to support you during the **Part B** supervised assessment. Part B is given with additional information on the case study scenario on the day of the supervised assessment. This needs to be analysed and information needs to be included in your rationale.

This is the task brief that you are going to use for this practice.

Typical Task Brief – Part A

You have been asked to develop a marketing campaign for a new, small company called *Gin Palace* which sells personalised botanical gins on-line.

The company owners want to increase awareness of their brand and attract more customers.

You are required to independently research the market for botanical personalised gins in the UK.

Your research should include primary and secondary data relating to:

- competitors
- market size, share and structure
- target market
- trends

- external influences.

You should research at least one marketing campaign related to the sale of personalised botanical gin products on line. You may wish to consider researching weekly/ monthly marketing journals, marketing and/or advertising agency websites, business consultancies and more general business sources.

Your research should include:

- costs
- timescale
- media used
- message communicated
- marketing mix
- appropriateness of the campaign.

!Hint:

Look at the Sample Marked Learner Work examples.

Look at the mark band descriptor in the student answer booklet to see how to obtain the maximum mark.

You should take into consideration the validity and reliability of the data that you collect.

You do **not** have to produce the promotional materials.

Typical Additional Task Brief – Part B

(It needs to be analysed on the day and key information needs to be highlighted and the information included in your answers and rationale)

The Gin Revival

Sales of gin in the UK broke another record, reaching £1.5 billion or roughly 55 million bottles in the 12 months to the end of March 2018. In the year ending 31 March 2018, UK gin sales rose by 28% in volume and by 33% in value to reach £1.5 billion, meaning that sales have more than doubled in value in five years (£696m y/e March 2013). It was predicted that gin sales would grow by 37.2% by 2021. The industry is already moving in that direction with gin exports breaking the £500 million barrier for the first time in 2017 to reach £530m. There are rising numbers of distilleries with 49 new distilleries opening in 2017 bringing the total to 315. It is predicted that gin will be a £2 billion industry by the end of this year. In terms of botanical gin Rhubarb and Ginger was **the** flavour in 2017.

!Hint: Ask your teacher for a copy of the Sample Marked Learner Work before you start.

Activity One: Prepare the ‘rationale’ behind your marketing plan.

- 1) Develop the **marketing aims and objectives** for the *Gin Palace*.

They need to be relevant to the case study business.

They need to fit with the information you have been given in Part A and Part B.

They need to be SMART.

They need to be explained, analysed, rationalised and evaluated not just listed.

8 marks

- 2) Carry out research for the *Gin Palace*.

12 marks

Carry out secondary research on **the market** both quantitative and qualitative.

Make a research plan like the one below and start preparing your notes with the research data you uncover. Be prepared to evaluate its validity and reliability.

Market size by sales turnover?	
--------------------------------	--

Market size by sales volume?	
The value of sales in a given period of time	
Market share?	
Market structure?	
Competition?	
Market trend? growing? declining?	
Target market? Age group, income etc?	

3) Carry out secondary research on **the consumer** both quantitative and qualitative.

Target market?	
Market segmentation by age, gender, lifestyle, income?	
Number of consumers?	
Customer perceptions?	
Cultural factors in different markets, e.g. attitudes to drinking gin?	
Profiles of consumers in the market for demographic/psychographic details?	

4) Carry out secondary research on **existing products/services** both quantitative and qualitative.

Marketing of a similar product or service?	
The names of the main competition?	
Routes to market?	
Key features?	
USPs on offer?	
Cost?	
News items or events surrounding the market, product or service?	
Success?	

5) Carry out secondary research on **the general economic** context of the *Gin Palace*.

interest rates	
inflation	
GDP	
exchange rates	

6) Carry out **primary research** on your business class.

!Hint:

Look at the **Sample Marked Learner Work** examples.

Look at the **mark band descriptor** in the student answer booklet to see how to obtain the maximum mark.

7) Use **analytical tools** (SWOT/PESTLE/PRODUCT LIFE CYCLE/PORTER'S 5 FORCES) to analyse internal and external factors which may impact upon the market for the *Gin Palace*. Ensure that it applies to the case study context and the information

given in Part A and Part B to achieve marks in the higher bands. This will form your **justification**. **10 marks**

S	W
O	T

P
E
S
T
L
E

Product life cycle

Porter's 5 Forces

!Hint:
Look at the Sample Marked Learner Work examples.
Look at the mark band descriptor in the student answer booklet to see how to obtain the maximum mark.

8) Check the **structure** of your rationale work. **4 marks**

!Hint:

Look at the Sample Marked Learner Work examples.

Look at the mark band descriptor in the student answer booklet to see how to obtain the maximum mark.

- 9) Produce the **marketing mix** to include, message, and the appropriate selection of media for the marketing campaign using the 4ps and the extended marketing mix where applicable. Ensure that it applies to the case study context and the information given in Part A and Part B to achieve marks in the higher bands.

This section earns 20 marks alone and must be attempted **without fail**.

20 marks

!Hint:

Look at the Sample Marked Learner Work examples.

Look at the mark band descriptor in the student answer booklet to see how to obtain the maximum mark.

- 10) Produce a realistic **budget** for the campaign in an appropriate format. Ensure that it applies to the case study context and the information given in Part A and Part B to achieve marks in the higher bands.

10 marks

You might want to:

Check to see if a budget is given in part A or part B or any hints given about financial circumstances in the case study

Consider a suitable and realistic budget for the type and size of business in the case study
Break down costs on a weekly and monthly basis with specific sums of money allocated to individual promotional activities.

Break down of the specific promotional activities – e.g. cost of using staff to make posts on social media

- costs of printing leaflets, posters etc

- costs of producing video content

You will have considered and researched these costs during your preparation period and should have them in your notes.

!Hint:

Look at the Sample Marked Learner Work examples.

Look at the mark band descriptor in the student answer booklet to see how to obtain the maximum mark.

- 11) Produce an appropriate and realistic **timescale** for the campaign. You might want to use appropriate tools to create this like a GANTT chart or spreadsheet.

Ensure that it applies to the case study context and the information given in Part A and Part B to achieve marks in the higher bands.

4 marks

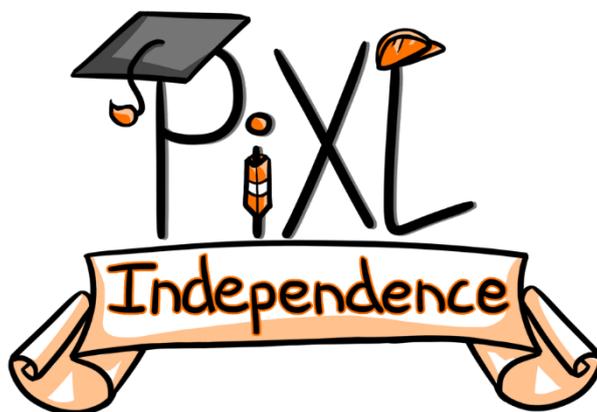
!Hint:

Look at the **Sample Marked Learner Work** examples.

Look at the **mark band descriptor** in the student answer booklet to see how to obtain the maximum mark.

12) Check the **presentation** of your work. Pay attention to spellings and grammar and the format that you have followed. Use spelling and grammar checks on the computer.

4 marks



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