

Student guide

Unit Name	Unit 2 - MARKETING ESSENTIAL (RQF)
Unit Level	4

ASSIGNMENT SECTIONS	ASSESSMENT CRITERIA	EVIDENCE TO ACHIEVE TASK
Part 1	Task Prepare a Power Point Presentation with speaker notes analysing the role of marketing function and critically analysing interrelationship of the marketing function with other functional units of a contemporary organization of your choice (preferably an organisation that you are working or has worked for).	
	To achieve P1, P2, M1, M2 & D1 Do not separate them, they should be part of your complete answer to task 1.	In your Presentation (12 to 15 slides with detailed speaker notes) you will be expected to; ▪ Provide definitions of marketing ▪ Explain the marketing concept

		- Analyse the role of the marketing department and its responsibilities (try to give specific examples) - Analyse how the marketing department work with and supports other departments in the organisation. - You will be expected to go beyond explaining and try to analyse the roles and responsibilities of marketing in the context of the marketing environment. For e.g. responsibility towards the company, customers, competitors, suppliers, public etc. - You will also be expected to critically analyse the significance of interrelationships between marketing and other functional units of a contemporary organisation. - You will be explaining why it is important for the marketing department to maintain a strong connection with other departments in the organisation such as sales, finance, production etc.
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		▪ You will be expected to show critical analysis and evaluation of the key elements of the marketing function and how they interrelate with other functional units of a contemporary organization. ▪ This is about having your views and raising questions about why things are the way they are.
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		Upon successfully evidenced the above mentioned learner may achieve P1, P2, M1, M2 & D1 accordingly.
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Part 2	Task Task 2 (a) Choose any two organizations (preferably from the same industry in the UK) to compare the ways they have used marketing mix (7ps) and evaluate how elements of marketing mix are used by these two organisations to achieve their business objectives. Task 2 (b) You need to create a detailed strategic marketing plan by using the marketing mix to achieve the business objectives stipulated in 2(a).	
	To achieve a Pass P3, P4, M3, M4 & D2 Do not separate, it should be part of your complete answer to task 2	A learner is expected to; ▪ Choose two Organizations to compare the ways in which all the elements of Marketing Mix (7ps) used to achieve their business objectives.

		▪ Create a detailed marketing plan with application of marketing mix to achieve the stipulated business objective. Remember to make sure that the basic elements are covered in your marketing plan. ▪ Your marketing plan will be expected to show; ▪ An evaluation of different tactics for chosen organization to demonstrate how business objectives can be achieved taking into consideration the 7ps model. Your marketing plan will be expected to be detailed, coherent and evidence-based. ▪ This means referencing and justifying the decisions/strategies you adopt. ▪ You will be expected to design a strategic marketing plan that tactically applies the use of the 7Ps to achieve overall marketing objectives. ▪ Your marketing plan should have a long-term view of what needs to be achieved over the coming years and how it will be achieved. Upon successfully evidenced the above mentioned learner may achieve P3, P4, M3, M4 & D2 accordingly
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