

BTEC Extended Certificate in Business - Unit 2- Personal Learning Checklist

UNIT 2 – DEVELOPING A MARKETING CAMPAIGN PERSONAL LEARNING CHECKLIST		R	A	G
Learning Aim A	To identify the role of marketing <ul style="list-style-type: none"> - Principles and purposes of marketing: <ul style="list-style-type: none"> ○ anticipating demand ○ recognising demand ○ stimulating demand ○ satisfying demand. - Marketing aims and objectives: <ul style="list-style-type: none"> ○ 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. 			
	To understand the influences on marketing activity <ul style="list-style-type: none"> - Internal influences: <ul style="list-style-type: none"> ○ cost of the campaign ○ availability of finance ○ expertise of staff ○ size and culture of the business - External influences: <ul style="list-style-type: none"> ○ social ○ technological ○ economic ○ environmental ○ political ○ legal ○ ethical 			
Learning Aim B	To identify the purpose if researching information to identify the needs and wants of customers <ul style="list-style-type: none"> - To identify target markets. - To identify size, structure and trends in the market. - To identify competition. 			

	To explain the methods used for market research <ul style="list-style-type: none"> - Primary research, to include survey, interview, observation, trials, focus groups. - Secondary research: <ul style="list-style-type: none"> o internal – business data on customers and financial records to include loyalty cards and sales records o 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. 			
	To evaluate the development of a marketing rationale <ul style="list-style-type: none"> - 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. 			
Learning Aim C	To conduct a marketing campaign activity <ul style="list-style-type: none"> - Selection of appropriate marketing aims and objectives to suit business goals. - Situational analysis: SWOT (Strengths, Weaknesses, Opportunities, Threats) and PESTLE (Political, Economic, Social, Technological, Legal, Environmental). - Use of research data to determine target market. - Use of research data to conduct competitor analysis. 			
	To assess the Marketing mix <ul style="list-style-type: none"> - 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. 			

	To analyse a marketing campaign <ul style="list-style-type: none"> - 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. 			
	To evaluate the appropriateness of a marketing campaign <ul style="list-style-type: none"> - 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. 			