Applied General Assignment Brief

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| **Qualification title** | **Level 3 Certificate/Extended Certificate in Applied Business** |
| **Unit code** | **D/507/6702** |
| **Unit title** | **Marketing communications** |

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| **Learner name** |  | | |
| **Tutor/Assessor name** |  | | |
| **Assignment Title** | **Assignment 1 – Planning marketing communications** | | |
| **Date assignment issued** |  | **Submission Date** |  |

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| **Performance Criteria** | | | |
|  | **Pass** | **Merit** | **Distinction** |
| **Performance Outcome**  PO 1 and 2 | P1, P2, P3, P4, P5 and P6 | M1, M2, M3, M4 and  M5 | D1,D2 and D3 |

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| **Tasks** | **Performance criteria covered** |
| Task 1 | P1 and M1 |
| Task 2 | P2, M2 and D1 |
| Task 3 | P3 |
| Task 4 | P4, M3 and D2 |
| Task 5 | P5 and M4 |
| Task 6 | P6, M5 and D3 |

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| **Submission Checklist (please insert the items the learner should hand in)** | **Confirm submission** |
| Task 1 – completed communication methods template (‘Communication methods and message content’) |  |
| Task 2 – completed communications channels template (‘Traditional and modern communications channels’) |  |
| Task 3 – completed business proposal information template (‘Existing business proposal information’) |  |
| Task 4 – completed target market characteristics folder |  |
| Task 5 – completed message and channel options folder |  |
| Task 6 – completed marketing communications strategy template  (‘Marketing communications strategy’) |  |
| **Learner - please confirm that you have proofread your submission** |  |

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| **Learner Authentication**  I confirm that the work and/or the evidence I have submitted for this assignment is my own. I have referenced any sources in my evidence (such as websites, text books). I understand that if I don’t do this, it will be considered as a deliberate deception and action will be taken. |
| **Learner Signature Date** |
| **Tutor declaration**  I confirm the learner’s work was conducted independently and under the conditions laid out by the specification. I have authenticated the learner’s work and am satisfied that the work produced is solely that of the learner. |
| **Tutor/Assessor Signature\* Date** |
| *\*Please record any assistance given to the learner beyond the group as a whole even if within the parameters of the specification* |

**For marking purposes only**

**Marking grid**

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| **Performance Criteria (PC) Achieved** | | | | | | | | | **1stsub\*** | **Resub\*** |
| **Pass** | **1st sub\***  **✓ / X\*\*** | **Resub\***  **✓ / X\*\*** | **Merit\*\*\*** | **1st sub\***  **✓ / X\*\*** | **Resub\***  **✓ / X\*\*** | **Distinction\*\*\*** | **1st sub\***  **✓ / X\*\*** | **Resub\***  **✓ / X\*\*** | **Number of PCs achieved** | **Number**  **of PCs achieved** |
| P1 |  |  | M1 |  |  |  |  |  |  |  |
| P2 |  |  | M2 |  |  | D1 |  |  |  |  |
| P3 |  |  |  |  |  |  |  |  |  |  |
| P4 |  |  | M3 |  |  | D2 |  |  |  |  |
| P5 |  |  | M4 |  |  |  |  |  |  |  |
| P6 |  |  | M5 |  |  | D3 |  |  |  |  |
| **Total PCs achieved:** | | | | | | | | |  |  |

***\* Sub= submission and Re-sub=Re-submission (Re-submission column to be completed only if the learner has re-submitted the assignment).***

***\*\* Achieved (✓ ) Not achieved (X). Please tick or cross for each performance criteria (PC).***

***\*\*\* Distinction and Merit criteria can be achieved only where the associated Merit and Pass criteria have been achieved first.***

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| **Tutor summative feedback for learner**  (*Note to tutors: this section should focus on what the learner has done well. Where a learner has not achieved a specific performance criterion or is likely to want to improve on a response to a performance criterion, then you may identify the issues related to the criterion, but should not provide explicit instructions on how the learner can improve their work to achieve the outstanding criteria.)\** |
| Feedback  Tutor name(print) and date |
| Resubmission Feedback  Tutor name(print) and date |

\* All tutor notes should be deleted before the template is used.

**Scenario:**

Having completed assignment 1 of Unit 5, you are now in a position to complete your optional unit. For Marketing Communications, assignment 1, you will investigate some of the marketing communications delivered by small businesses. You will then plan a marketing communications strategy for your own business proposal. In assignment 2 (unit 8), you will develop a practical communications mix, to implement your communications strategy, and reflect on how this mix might impact on the outline plans of your business proposal.

When planning the marketing communications strategy, you must be realistic. You will have a limited communications budget, possibly much less than £1000, and will have to make the most of your own time, imagination, creativity and skills. The strategy should be supported by research into the characteristics of your target market and the communications activities of your potential competitors.

**Evidence required for assignment 1**

 **Investigate small business marketing communications (PO1)**

* Completed communication methods template – ‘Communication methods and message content’ (Task 1 – guide time of 1 hour)
* Completed communications channels template – ‘Traditional and modern communications channels’ (Task 2 – guide time of 2 hours)

 **Plan a marketing communications strategy (PO2)**

* Completed business proposal information template – ‘Existing business proposal information’ (Task 3 - guide time of ½ hour)
* Completed target market characteristics folder (Task 4 – guide time of 2 hours)
* Completed message and channel options folder (Task 5 – guide time of 1 ½ hours)
* Completed marketing communications strategy template – ‘Marketing
* Communications strategy’ (Task 6 – guide time of 2 hours)

**Activities:**

**Investigate small business marketing communications (PO1):**

**Task 1**

Your initial task requires you to investigate examples of marketing communications delivered by **small** business. You will outline **two** examples of marketing communications. These examples could be taken from the same small business or from two different small businesses. They could be potential competitors for your business proposal, but they don’t have to be. If they are potential competitors, then the bonus is that you will have collected information useful for a later task in this assignment (task 5).

It’s likely that any marketing communication, designed to deliver a message (USP and customer value proposition), will use all three methods of communication (verbal, non-verbal and visual). However, make sure that your two examples collectively cover all three methods of communication. Your tutor will provide you with a template to record your findings. This template ends with a section asking you to analyse the effectiveness of the message content delivered by the communication methods. This means that you need to think about how **suitable** the message content was for each of the two examples – was each one a purposeful message successfully communicating the business’s unique selling and customer value propositions?

You’re required to:

 Complete a communication methods template, which outlines two examples of marketing communications used by small business and analyses the effectiveness of each message content.

**Task 2**

Using the same two examples from task 1, or selecting different ones, you will consider the **channels** of communication used within two marketing communications. Your focus here should be on the use of **traditional** and **modern** channels. You should ensure that, collectively, the examples cover both of these groups. This might be a reason for replacing one, or both, examples. However, if your previous examples do collectively cover traditional and modern channels, then please stick with them! Your tutor will provide you with a template for this exercise. Take care to fully describe the use of channels, as *appropriate* to each example, within the marketing communications. You can attach copies of communications to your completed templates if this helps e.g. a copy of an email sent or a leaflet distributed. When explaining the benefits of traditional channels and the benefits of modern channels, you should refer to your examples/descriptions of channels used. Having completed this section of the template, you can then complete the final section asking you to judge the extent to which **each** marketing communication made effective use of channels. Your judgements should be based on evidence i.e. the previous sections of your template.

You’re required to:

* Complete a communication channels template, which:
* Outlines the use of traditional and modern channels within **two** marketing communications
* Explains the benefits of the traditional and modern channels used by each marketing communication
* Judges the extent to which each marketing communication made effective use of channels

**Plan a marketing communications strategy (PO2): Task 3**

In this task you will start to consider the ways in which your own business proposal might use marketing communications. Your first step is to gather together existing information from your business proposal i.e. from your unit 5 completed assignment 1. Your tutor will provide you with a template to record this information. None of this information is new – it’s all in your unit 5 assignment1!

You’re required to:

 Complete a business proposal information template that identifies existing information from your business proposal useful to your marketing communications:

* Sales forecast and target market
* Competitors
* Unique selling proposition and customer value proposition

**Task 4**

If you are to plan an effective marketing communications strategy you **must** understand the motivations of your target market:

* Why would they want to buy your products/services?
* What do they look for in a business and why might they switch from one competitor to another?
* What influences their buying behaviour e.g. do they follow the latest trends or are they influenced more by the affordability of products?
* Which channels of communication do they most respond to, etc.?

No template for this task – it’s all about carrying out effective research and analysing the collected information. You need to gather and analyse information on the characteristics of your business proposal’s target market – what influences their buying behaviour, their decision making processes and their preferred marketing communications channels.

That’s three things to analyse! Make sure you cover all three, although the preferred channels of communication may well be a good starting point. From there you can start to find out what it is in a marketing communication that makes consumers decide to buy the products/services you are selling.

You need to collect primary **and** secondary information: secondary because it’s likely to be more reliable and will be quicker to collect; primary because you have to make it relevant to your business and its locality.

You’re required to:

 Complete a target market characteristics folder, containing:

* Collected and collated information on the characteristics of your business proposal’s target market (influences on behaviour, decision-making processes and preferred marketing communications channels)
* An analysis of the collated data, identifying findings for your marketing communications strategy
* A justification of key findings necessary to your marketing communications strategy

**Task 5**

In this task you will carry out research into the messages and channels you might use in your marketing communications strategy. No need to decide on these yet – the purpose of this task is for you to consider possible options **before** deciding on a strategy.

As in task 4 you do not have a set template for this task. You will investigate *appropriate* message and channel options i.e. given your existing business proposal information (task 3), target market characteristics (task 4) and the communications messages and channels used by your potential competitors, what messages and channels might *you* use?

As you can see, you have already gathered and analysed most of this information. However, what

you might need to consider are the message and channel options used by your competitors – this could be new research to carry out if the businesses you chose in tasks 1 and 2 are not potential competitors, but you probably need to gather additional evidence anyway. You need to collect and collate examples of competitor communication messages and channel choices. Analyse these examples to understand why they might be using these messages and channels. You have already thought about what makes the target market ‘tick’, so you should be able to use this information to make sense of competitor marketing communications.

In completing this task, don’t forget what your business is trying to achieve (task 3) – it would be

quite easy to forget this and simply copy the activities of a competitor. You’re better than that!

You’re required to:

 Complete a message and channel options folder, containing:

* Collected and collated information on message and channel options that you could use in your marketing communications strategy
* An analysis of this information to identify *appropriate* messages and channel options for the marketing strategy

**Task 6**

Back to a template for the final task of this assignment. In tasks 4 and 5 you did your thinking. In this task you will *decide* on your marketing communications strategy. If in doubt, review tasks 4 and 5. Your tutor will provide you with a template to outline your marketing communications strategy and evaluate its ability to gain customer loyalty. You will need to think about whether to use an

**outbound** or **inbound** approach to marketing communications – *pushing* products onto buyers (e.g. supermarkets such as Tesco) or *pulling* buyers into your ‘business world’ (e.g. tech businesses such as Apple). This is also related to how your marketing communications strategy could help to gain customer loyalty. Which approach you use really does depend on the nature of your products/services, target market and competitors i.e. no obvious answer here!

You will also decide on the message(s) and channels used by your marketing communications

strategy. You considered possible options in task 5, so this is where you pick from the options. The template then asks you to explain how your choice of approach (inbound or outbound), message(s) and channels *could* (not definitely would!) gain customer loyalty. Finally, you will need to evaluate the *ability* of the strategy to gain customer loyalty i.e. how far up the customer loyalty

ladder do you think your strategy will take your target market and what factors might stop them

climbing it?

You’re required to:

 Complete a marketing communications strategy template, which:

* Outlines the approach, message(s) and channels used by your marketing communications strategy
* Explains how your strategy *could* gain customer loyalty
* Evaluates the *ability* of your strategy to gain customer loyalty