

SMART MARKETING OBJECTIVES

Overview

These activities are designed to build the skills needed to set SMART targets which is an essential in the marking grid for unit 2. The final outcome allows for students to set some SMART targets for the MamaTone practice task, with an opportunity to improve based upon peer feedback.

Activity 1 SMARTen up

Students should firstly be introduced to Marketing Objectives and examples, using the ideas on the worksheet. This can be added to via idea sharing in class and perhaps also from examples found during the research stage. The concept of SMART objectives should next be introduced based upon the information in the work sheet. Students will then apply this knowledge by taking the objectives in the worksheet and making them 'smarter', using the SMART criteria. This activity works best in small groups to allow for discussion and sharing of ideas.

Activity 2 Get SMART

During this task, students will set three SMART objectives for MamaTone, giving them practical experience of something they will need to do in the live assessment. Students should be encouraged to use the Part A and Part B information to inform their choice of objective. Again working in small groups (or pairs), the students will then swap their objectives with another group, who will use the SMART checklist sheet to peer assess their objectives and provide feedback. The summary activity here should allow the groups to spend time reflecting on feedback and amending their objectives to make them smarter.



Activity 3 Objectives JAM

The final task should be completed individually as it allows for deeper analysis and justification of the given objectives. This task is designed to develop these skills which are essential when targeting the higher grades. Using the acronym 'JAM', students will:

- Justify their chosen objectives – why have they chosen this specific area and why is it relevant/important
- Analyse in context – explaining how their chosen objectives link to the information they have been given about MamaTone and their market
- Make reference to research – ensuring that they have explained how their own research into the market has informed their chosen objectives

By completing these tasks, students will have a real insight into the importance of setting SMART targets in the live assessment and also the importance of justifying these in context.



MARKETING OBJECTIVES

SET OUT WHAT A BUSINESS WANTS TO ACHIEVE FROM ITS MARKETING ACTIVITIES

Examples:



INCREASE SALES

BUILD BRAND AWARENESS



IMPROVE CUSTOMER SERVICE



ATTRACT NEW CUSTOMERS



Effective marketing objectives should fit with the **SMART** criteria as follows:

SPECIFIC

Clear about what exactly needs to be achieved

MEASURABLE

Progress and achievement can be measured

ACHIEVABLE

Can be realistically achieved given the budget of the business

RELEVANT

To the current position of the business

TIME RELATED

A time frame for achievement is set

EXAMPLE OF A SMART OBJECTIVE:

TO INCREASE SALES BY 5% WITHIN 12 MONTHS

SMARTEN UP THE FOLLOWING MARKETING OBJECTIVES:

TO INCREASE BRAND AWARENESS WITHIN THE NEXT TWO YEARS

TO IMPROVE BUSINESS PERFORMANCE BY 10% OVER THE NEXT THREE YEARS

TO INCREASE SALES BY 150% OVER A TWO-WEEK PERIOD

TO ATTRACT NEW CUSTOMERS OVER THE NEXT TWELVE MONTHS

TO BUILD BRAND AWARENESS IN THREE YEARS' TIME

TO INCREASE SALES IN THE LOCAL AREA BY 30%

GROUP ACTIVITY: GET SMART

Task 1

Working in small groups, set three SMART marketing objectives for MamaTone based upon the information in the practice assessment.

Objective 1

Objective 2

Objective 3

Task 2

Peer assess the objectives set by another group using the SMART checklist, amend your own objectives based on any feedback you receive.

SMART CHECKLIST

SPECIFIC

Is there clarity about what specifically needs to be achieved?



MEASURABLE

Will it be possible to measure progress and achievement of the target?



ACHIEVABLE

Will Mamatone realistically be able to achieve this target?



RELEVANT

Are the chosen objectives relevant to Mamatone's current position?



TIME RELATED

Does the objective have a time frame for achievement?

