**Summary Mark Sheet Unit 2 Name:**

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| **ACTIVITY 1** | **Band 1** | **Band 2** | **Band 3** | **Band 4** | **TOTAL**  |
| **AF1** Structure  | **1**Lacks structureLittle reference to marketing conceptsGeneric terminology | **2**Basic structureAttempts to apply marketing concepts Some relevant terminology | **3**Logical structureApplies variety of marketing concepts Relevant terminology | **4**Well writtenLogical structureApplies variety of marketing concepts Relevant terminology |  |
| **AF2** Marketing Aims & Objectives | **1-2**Some marketing aimsLittle application | **3-4**Relevant marketing aimsRelevant application | **5-6**Rationalised marketing aimsClear development and application  | **7-8**Comprehensive marketing aimsGood development Applied evaluation  |  |
| **AF3** Research & Analysis of Market information | **1-3**Limited reference to case study, independent research and competitorsLimited explanation of reliability and validityLimited analysis, generic conclusions | **4-6**Reference to case study, independent research and competitorsReasonable explanation of reliability and validityAnalysis and conclusions may lack balance | **7-9**Relevant reference to case study, independent research and competitorsGood explanation of reliability and validityDetailed analysis and balanced conclusions  | **10-12**Sustained references to case study, independent research and competitorsThorough explanation of reliability and validityEntirely relevant analysis and balanced conclusions |  |
| **AF4** Justification | **1-3**Unsupported evaluationAnalytical tools not utilised‘Appropriate’ justification attempted | **4-6**Evaluation makes some use of analytical tools ‘Appropriate’ justification limited | **7-8**Evaluation makes good use of analytical tools ‘Appropriate’ justification addressed | **9-10**Different analytical tools lead to justified evaluation ‘Appropriate’ justification fully addressed |  |
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| ACTIVITY 2 | Band 1 | Band 2 | Band 3 | Band 4 | **TOTAL**  |
| **AF5** Marketing Mix Message & Media | **1-6**Generic or unrealistic outline mixWeak marketing messageGeneric media ideasLimited justification | **7-11**Occasionally generic or unrealistic outline mixBasic marketing messageSome relevant media ideasImbalanced justification | **12-16**Mostly detailed applied mixClear marketing messageRelevant media ideasMostly balanced justification | **17-20**Detailed applied mixClear detailed marketing messageRelevant media ideasFully balanced justification |  |
| **AF6** Budget | **1-2**Generic & limited relevance | **3-4**Basic understanding of costs and context | **5-6**Detailed understanding of costs and context | **7-8**Realistic and detailed understanding of costs and context |  |
| **AF7** Timescale | **1**Unrealistic in the context of the plan | **2**Generally realistic in the context of the plan | **3**Realistic in the context of the plan | **4**Thoroughly realistic in the context of the plan |  |
| **AF8** Presentation | **1**Lacks format, clarity, little use of marketing terminology | **2**Clear but basic format, some use of marketing terminology | **3**Clear professional format, Good use of marketing terminology | **4**Clear almost error free professional format and use of marketing terminology |  |
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**TOTAL MARK /70**