**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 structure  Little reference to marketing concepts  Generic terminology | **2**  Basic structure  Attempts to apply marketing concepts  Some relevant terminology | **3**  Logical structure  Applies variety of marketing concepts  Relevant terminology | **4**  Well written  Logical structure  Applies variety of marketing concepts  Relevant terminology |  |
| **AF2** Marketing Aims & Objectives | **1-2**  Some marketing aims  Little application | **3-4**  Relevant marketing aims  Relevant application | **5-6**  Rationalised marketing aims  Clear development and application | **7-8**  Comprehensive marketing aims  Good development  Applied evaluation |  |
| **AF3** Research & Analysis of Market information | **1-3**  Limited reference to case study, independent research and competitors  Limited explanation of reliability and validity  Limited analysis, generic conclusions | **4-6**  Reference to case study, independent research and competitors  Reasonable explanation of reliability and validity  Analysis and conclusions may lack balance | **7-9**  Relevant reference to case study, independent research and competitors  Good explanation of reliability and validity  Detailed analysis and balanced conclusions | **10-12**  Sustained references to case study, independent research and competitors  Thorough explanation of reliability and validity  Entirely relevant analysis and balanced conclusions |  |
| **AF4** Justification | **1-3**  Unsupported evaluation  Analytical 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 mix  Weak marketing message  Generic media ideas  Limited justification | **7-11**  Occasionally generic or unrealistic outline mix  Basic marketing message  Some relevant media ideas  Imbalanced justification | **12-16**  Mostly detailed applied mix  Clear marketing message  Relevant media ideas  Mostly balanced justification | **17-20**  Detailed applied mix  Clear detailed marketing message  Relevant media ideas  Fully 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**