**Student Exemplar Record Sheet May 2017**

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| **Activity 1** | **Structure** | **Marketing aims and objectives** | **Research and analysis of market information** | **Justification** | **Total Marks** |
| **Marks awarded** | **4** | **6** | **9** | **8** | **27** |
| **Total available marks** | **4** | **8** | **12** | **10** | **34** |
| **Activity 2** | **The marketing mix** | **Budget** | **Timescale** | **Presentation** | **Total Marks** |
| **Marks awarded** | **16** | **3** | **3** | **4** | **26** |
| **Total available marks** | **20** | **8** | **4** | **4** | **36** |