

SUGGESTED TIMINGS

UNIT 2 ASSESSMENT

ASSESSMENT TIME: 3 HOURS
MARKS AVAILABLE: 70



Activity	Suggested Timings
Read and highlight/annotate part B case study and specific tasks required	15-20 minutes
ACTIVITY 1 (34 MARKS)	
<ul style="list-style-type: none"> Marketing aims and objectives 	10-15 minutes
<ul style="list-style-type: none"> Research and Analysis of market (including evaluation of reliability and validity) 	20-25 minutes
<ul style="list-style-type: none"> Justification for rationale 	20-25 minutes
ACTIVITY 2 (36 MARKS)	
<ul style="list-style-type: none"> Marketing mix, message and media 	40-45 minutes
<ul style="list-style-type: none"> Budget 	15-20 minutes
<ul style="list-style-type: none"> Timescale 	10-15 minutes
Read and highlight/annotate part B case study and specific tasks required	10-15 minutes