

## MARK SCHEME / BANDS INFORMATION

ACTIVITY 1	Band 1	Band 2	Band 3	Band 4	TOTAL
AF1 STRUCTURE	1	3	3	4	
AF2 MARKETING AIMS & OBJECTIVES	1-2	3-4	5-6	7-8	
AF3 RESEARCH & ANALYSIS	1-3	4-6	7-9	10-12	
AF4 JUSTIFICATION	1-3	4-6	7-8	9-10	
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### AF1 STRUCTURE

Band 0	Band 1	Band 2	Band 3	Band 4
0	1	2	3	4
No rewardable material.	<ul style="list-style-type: none"> <li>The rationale lacks structure, with isolated references to marketing principles and/or concepts. Uses generic marketing terminology of limited relevance.</li> </ul>	<ul style="list-style-type: none"> <li>The rationale has a basic structure and attempts to apply relevant marketing principles and/or concepts. Uses some relevant marketing</li> </ul>	<ul style="list-style-type: none"> <li>The rationale has a logical structure and applies a variety of relevant marketing principles and/or concepts. Uses relevant marketing terminology.</li> </ul>	<ul style="list-style-type: none"> <li>The rationale is well written and has a logical structure. Applies a variety of relevant marketing principles and concepts. Uses relevant marketing terminology.</li> </ul>

### AF2 MARKETING AIMS AND OBJECTIVES

Band 0	Band 1	Band 2	Band 3	Band 4
0	1-2	3-4	5-6	7-8
No rewardable material.	<ul style="list-style-type: none"> <li>Learners provide some marketing aims and objectives but there is little development/ explanation relevant to context.</li> </ul>	<ul style="list-style-type: none"> <li>Learners provide relevant marketing aims and objectives, with development/ explanation relevant to context.</li> </ul>	<ul style="list-style-type: none"> <li>Learners rationalise relevant marketing aims and objectives, with clear development/ analysis relevant to context.</li> </ul>	<ul style="list-style-type: none"> <li>There is comprehensive coverage of relevant rationalised marketing aims and objectives, with good development/ evaluation relevant to context.</li> </ul>

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## AF3 RESEARCH AND ANALYSIS

Band 0	Band 1	Band 2	Band 3	Band 4
0	1-3	4-6	7-9	10-12
No rewardable material.	<ul style="list-style-type: none"> <li>• Reference will be made to the:               <ul style="list-style-type: none"> <li>◦ case study</li> <li>◦ individual/independent research</li> <li>◦ wider business market and competitors but it will lack detail and relevance to the context.</li> </ul> </li> <li>• An interpretation of the reliability and validity of the research might be attempted, but is generic, lacking a grasp of the concepts in this context.</li> <li>• Analytical approach is limited and any conclusions provided are generic.</li> </ul>	<ul style="list-style-type: none"> <li>• Reference will be made to the:               <ul style="list-style-type: none"> <li>◦ case study</li> <li>◦ individual/independent research</li> <li>◦ wider business market and competitors but it will lack relevance to the context in places.</li> </ul> </li> <li>• An interpretation of the reliability and validity of the research is attempted, demonstrating a basic grasp of the concepts and their relevance in this context.</li> <li>• Analytical approach leads to conclusions being provided but may lack balance and/or relevance in places.</li> </ul>	<ul style="list-style-type: none"> <li>• References will be made to the:               <ul style="list-style-type: none"> <li>◦ case study</li> <li>◦ individual/independent research</li> <li>◦ wider business market and competitors which are relevant to the context.</li> </ul> </li> <li>• An interpretation of the reliability and validity of the research is present and demonstrates a good understanding of the concepts and their relevance in this context.</li> <li>• Detailed analytical approach leads to relevant and balanced conclusions.</li> </ul>	<ul style="list-style-type: none"> <li>• Sustained references will be made to the:               <ul style="list-style-type: none"> <li>◦ case study</li> <li>◦ individual/independent research</li> <li>◦ wider business market and competitors which are entirely relevant to the context.</li> </ul> </li> <li>• An interpretation of the reliability and validity of the research is present, and demonstrates a thorough understanding of the concepts and their relevance in this context.</li> <li>• Detailed analytical approach leads to entirely relevant and balanced conclusions.</li> </ul>

## AF4 JUSTIFICATION

Band 0	Band 1	Band 2	Band 3	Band 4
0	1-3	4-6	7-8	9-10
No rewardable material.	<ul style="list-style-type: none"> <li>• Any evaluation will be limited to unsupported statements and opinions. Analytical tools are referenced but not utilised.</li> <li>• Consideration of 'appropriateness' of the justification will be attempted.</li> </ul>	<ul style="list-style-type: none"> <li>• An evaluation will be presented, following evidence of analytical tools being used.</li> <li>• Consideration of 'appropriateness' of the justification will be limited.</li> </ul>	<ul style="list-style-type: none"> <li>• A variety of analytical tools may be used leading to a coherent justified evaluation.</li> <li>• Appropriateness rationale has a logical structure and applies a variety of relevant marketing principles and/or concepts. Uses relevant marketing terminology.</li> </ul>	<ul style="list-style-type: none"> <li>• Different analytical tools are used leading to a coherent justified evaluation.</li> <li>• Appropriateness will be fully addressed in the context of the additional scenario presented. Full use of marketing principles and of marketing terminology.</li> </ul>

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ACTIVITY 2	Band 1	Band 2	Band 3	Band 4	TOTAL
AF5 MARKETING MIX	1-6	7-11	12-16	17-20	
AF6 BUDGET	1-2	3-4	5-6	7-8	
AF7 TIMESCALE	1	2	3	4	
AF8 PRESENTATION	1	2	3	4	
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## AF5 MARKETING MIX

Band 0	Band 1	Band 2	Band 3	Band 4
0	1-6	7-11	12-16	17-20
No rewardable material.	<ul style="list-style-type: none"> <li>An outline marketing mix will be presented which is generic and/or unrealistic in the context of the scenario.</li> <li>A marketing message may be included but references to an appropriate marketing mix (from above) will be weak.</li> <li>Coverage of media will be limited to generic ideas.</li> <li>Any justifications are limited and the marketing mix is not considered.</li> </ul>	<ul style="list-style-type: none"> <li>A marketing mix will be presented covering most aspects which may occasionally be generic and/or unrealistic in the context of the scenario.</li> <li>A marketing message will be included but references to an appropriate marketing mix (from above) may not be sustained.</li> <li>Coverage of media will have some relevance to the context.</li> <li>Imbalanced justifications are provided and may make reference to the marketing mix.</li> </ul>	<ul style="list-style-type: none"> <li>The marketing mix presented covers most aspects in detail with illustration using 4Ps and applied in context.</li> <li>Reference to extended marketing mix where applicable.</li> <li>Most aspects of the marketing campaign will be covered in some detail, and in context with a clear marketing message.</li> <li>Coverage of media is comprehensive and evidences selectivity relevant to the context.</li> <li>Justifications are mostly balanced.</li> </ul>	<ul style="list-style-type: none"> <li>The marketing mix presented covers all aspects in detail with illustration using 4Ps (where applicable) and applied in context.</li> <li>Reference to the extended marketing mix where applicable.</li> <li>All aspects of the marketing campaign will be covered in detail and in context with a clear and considered marketing message.</li> <li>Coverage of media is comprehensive and evidences selectivity relevant to the context.</li> <li>Justifications are fully balanced.</li> </ul>

## AF6 BUDGET

Band 0	Band 1	Band 2	Band 3	Band 4
0	1-2	3-4	5-6	7-8
No rewardable material.	<ul style="list-style-type: none"> <li>Budget restricted to generic detail, with limited relevance to marketing activity in context.</li> </ul>	<ul style="list-style-type: none"> <li>Budget shows a basic understanding of costs for aspects of the marketing activity in context.</li> </ul>	<ul style="list-style-type: none"> <li>Budget used realistically demonstrating detailed understanding of costs of most aspects of the marketing activity in context.</li> </ul>	<ul style="list-style-type: none"> <li>Budget used realistically with detailed understanding of the costs of all aspects of the marketing activity in context.</li> </ul>

## AF6 TIMESCALE

Band 0	Band 1	Band 2	Band 3	Band 4
0	1	2	3	4
No rewardable material.	<ul style="list-style-type: none"> <li>Timescale is unrealistic in the context of the plan.</li> </ul>	<ul style="list-style-type: none"> <li>Timescale is generally realistic in the context of the plan. May contain occasional lapses.</li> </ul>	<ul style="list-style-type: none"> <li>Timescale is realistic in the context of the plan.</li> </ul>	<ul style="list-style-type: none"> <li>Timescale is thorough and entirely realistic in the context of the plan.</li> </ul>

## AF7 PRESENTATION

Band 0	Band 1	Band 2	Band 3	Band 4
0	1	2	3	4
No rewardable material.	<ul style="list-style-type: none"> <li>Plan lacks professional format which leads to lack of clarity.</li> <li>Contains many communication errors.</li> <li>Contains few references to appropriate marketing terminology.</li> </ul>	<ul style="list-style-type: none"> <li>Plan shows a clear but basic professional format.</li> <li>Contains occasional communication errors.</li> <li>Contains references to appropriate marketing terminology.</li> </ul>	<ul style="list-style-type: none"> <li>Plan format is clear and looks professional.</li> <li>Contains few communication errors.</li> <li>Contains sustained references to appropriate marketing terminology.</li> </ul>	<ul style="list-style-type: none"> <li>Plan has a professional format.</li> <li>Contains no obtrusive communication errors.</li> <li>Appropriate marketing terminology is used throughout.</li> </ul>