**BTEC Assignment Brief**

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| **Qualification** | **Pearson BTEC First Award in Business (2018)** |
| **Unit number and title**  | **1**: Introducing Business |
| **Learning aim**  | **C**: Investigate the use of the marketing mix (the 4Ps) |
| **Assignment title** | **Marketing Mix** |
| **Assessor** |  |
| **Issue date** |  |
| **Hand in deadline** |  |
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| **Vocational Scenario or Context** | Following on from your three successful blogs introducing business concepts, the students are keen to find out more about business. Having covered market research, your boss asks you to produce a final blog to cover the marketing mix, known as the 4Ps:* product
* price
* promotion
* place.

The marketing mix is the first step a business takes in planning the marketing of what it has to sell. There are different elements they need to think about in getting the goods or services successfully to market. The business has to make decisions on the product, its price, how they will promote it and where they will sell it. You should choose **one** business for this final blog. It could be the business you used for Assignment 2, as you are now familiar with it and know where to find information about it. You need to gather information about the marketing mix a selected business uses and evaluate it, putting forward some ideas for improvements. |
| **Task 1**  | The blog post must provide a methodical and detailed examination of the different features of the marketing mix a business uses. You must:* describe how the marketing mix is used
* give reasons why the mix is used in this way
* interpret the extent to which the business’s use of the marketing mix meets the needs of its customers.

In doing so you must show that you have considered the business’s use of the 4Ps:* product (eg appearance, features, benefits, packaging)
* price (eg penetration, skimming, competitor based, cost-plus, premium, psychological)
* promotion (eg advertising, public relations, sales promotions, direct marketing)
* place (eg physical (bricks), online (clicks))

Finish the blog by reviewing all the information you have gathered. Use the information to draw a conclusion on how successful you think the business has been in using the marketing mix to encourage customers to buy its products or services. You must also show that you have thought about how the business can improve aspects of its marketing mix and give reasons for your suggestions.  |
| **Checklist of evidence required**  | Blog post 4 |
| **Criteria covered by this task:** |
| Criteria reference | To achieve the criteria, you must show that you are able to: |
| **2C.D3** | Evaluate the marketing mix of a business, justifying any improvements that could be made to meet the needs of its market. |
| **2C.M4** | Analyse how the marketing mix of a business meets the need of its market. |
| **2C.P5** | Explain how a selected business uses the marketing mix. |
| **Sources of information to support you with this Assignment** | **Websites**<https://www.bbc.com/bitesize/guides/zw987ty/revision/1><https://www.mindtools.com/pages/article/newSTR_94.htm><https://www.marketingweek.com/><http://marketingmix.co.uk/>**Textbook**Bentley, P., Carysforth, C., Chandler-Corris, L., Glencross, K. and Nield, M., BTEC First Business Student Book, 2012 ISBN 9781446901366  |
| **Other assessment materials attached to this Assignment Brief** | None |

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| If you have not achieved the Level 2 criteria, your work will be assessed to determine if the following Level 1 criteria have been met.  |
| Criterion reference | To achieve the criteria you must show that you are able to: |
| **1C.5** | Outline how a selected business uses the marketing mix. |