**BTEC Assignment Brief**

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| **Qualification** | **Pearson BTEC First Award in Business (2018)** |
| **Component number and title**  | **4:** Promoting a brand |
| **Learning aim**  | **B**: Develop and Promoting a Brand for a Business |
| **Assignment title** | **Developing a Brand**  |
| **Assessor** |  |
| **Issue date** |  |
| **Hand in deadline** |  |
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| **Vocational Scenario or Context** | You have been employed as a marketing assistant at a marketing agency. You have been asked by your manager to produce a promotional campaign for a new client.  |
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| **Task 1** | You must to produce a plan for a promotional campaign for a brand of your choice. The plan will include:* the promotional objectives
* the elements of the promotional mix to be used
* the promotional methods to be used

You will include in the plan information on how branding methods and techniques could be used to recommend a brand personality and a target market for the brand. This section of the plan will include:* Information about the branded product, it’s features and benefits
* The brand’s objectives
* Ideas for branding or a logo
* The brand’s target market
* The brand personality
* The branding methods and techniques to be used
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| **Checklist of evidence required**  | A promotional plan |
| **Criteria covered by this task:** |
| Criteria reference | To achieve the criteria, you must show that you are able to: |
| **2B.P4** | Use branding methods and techniques to recommend a brand personality and a target market for a brand. |
| **2B.P5** | Plan a promotional campaign for a brand. |
| **Task 2** | You have been asked to attend a meeting to explain to your clients how the branding methods and techniques were used to recommend a brand personality and a target market for the brand. He has therefore as you to prepare some notes or a script for you to use in the meeting to help you explain this. **Part A**In the first part of your notes, you need to include an explanation of:* The reasons for selecting the branding methods and techniques in your plan
* The reasons for the selected target market
* Why the branding methods and techniques used are appropriate for the target market
* Why the branding methods and techniques would be successful in creating the brand personality.

**Part B**Your client has also asked you to justify the choice of the promotional mix for the brand and to evaluate the campaign’s effectiveness, suggesting improvements. You will also need to include in your notes of script:* the reasons for selecting the elements of promotional mix you have recommended in your campaign plan, including the advantages and disadvantages of each one.
* the elements of your promotional campaign that you think will be effective and the reasons why
* any elements of your promotional campaign that you think could be improved, and, **if appropriate,** provide recommendations for improvements to the campaign.
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| **Checklist of evidence required** | Notes for a meeting |
| **Criteria covered by this task:** |
| Criteria reference | To achieve the criteria, you must show that you are able to: |
| **2B.M3** | Explain how branding methods and techniques were used to recommend a brand personality and a target market for a brand.  |
| **2B.D2** | Evaluate the effectiveness of a promotional campaign for a brand and recommend improvements. |
| **2B.M4** | Justify the choice of promotional mix for a brand. |
| **Sources of information to support you with this Assignment** | **Websites**The following website will provide help in the use of :Online marketing magazine with news and articles.<https://www.campaignlive.co.uk> |
| **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: |
| **1A.4** | Outline an idea and select a target market for a brand. |
| **1C.5** | Outline how a selected business uses the marketing mix. |