**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**  | **A:** Explore the use of branding and the promotional mix in business  |
| **Assignment title** | **Exploring Brand Marketing and Promotion** |
| **Assessor** |  |
| **Issue date** |  |
| **Hand in deadline** |  |
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| **Vocational Scenario or Context** | You have been employed as a marketing assistant for a marketing agency. Your manager has asked you to gather information on how businesses use branding and the promotional mix. Your research will be used to help develop the agency’s approach to branding and the promotional mix for their clients.  |
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| **Task 1**  | Your manager has asked you to prepare a presentation about branding. Before you start, you must research the branding used by **two** businesses. Using the information that you have found, produce a set of slides which will introduce people to the use of branding in the two businesses. The slides should be brief and should be accompanied by detailed speaker notes which provide a script of the information the presenter would say.*Continued on next page***Part A** The first part of your presentation needs to explain how each of the **two** businesses you have selected use branding. For each business you must:* what the brand is
* what the brands definition and brand personality is
* the types of branding used by the business with reasons why they are used
* why the use of branding is important to the business
* how the businesses branding adds value to the business.

**Part B**In the second part of your presentation you need explain the similarities and differences between how the two businesses use brand promotion including the reasons why. |
| **Checklist of evidence required**  | Presentation slides and speaker notes  |
| Criteria reference | To achieve the criteria, you must show that you are able to: |
| **2A.M1** | Compare the use of brand promotion in two businesses. |
| **2A.P1** | Explain how branding is used in two businesses. |
| **Task 2** | You have also been asked to produce a report on the marketing and promotional mix for a selected branded product. **Part A**The first part of your report should select **one branded product** for **one of your two businesses** and assess its marketing mix. You should include how the business uses the 4 Ps:* product
* price
* place
* promotion.

You should must include a conclusion which identifies which aspects of the marketing mix are most important or relevant to the branded product, giving reasons for your decisions.*Continued on next page***Part B**In the next part of your report, you need to include information on the promotional mix used by the businesses for the selected branded product. You will need to identify the different elements of the promotional mix that the business uses for the selected branded product. This could include:* advertising
* sales promotion
* personal selling
* public relations activities
* direct marketing.

For each of the elements identified you should give the reasons why the business uses each of the identified elements of the promotional mix.You should then explain why selecting an appropriate promotional mix is important to the business. You should consider:* the type of market the business is operating in (B2B or B2C)
* the target market for the branded product

You will then need to evaluate the effectiveness of the promotional mix for the selected branded product. You should include:* the strengths and weaknesses of the promotional activities used including promotional tools such as AIDA.

You should include a conclusion, that covers:* which elements of the promotional mix that have been effective
* which elements of the promotional mix that have not been effective
* how well the elements effectively target the selected target market.
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| **Checklist of evidence required** | Report  |
| Criteria reference | To achieve the criteria, you must show that you are able to: |
| **2A.D1**  | Evaluate the effectiveness of the promotional mix for a selected brand product.  |
| **2A.M2** | Explain the importance of selecting an appropriate promotional mix for a selected branded product. |
| **2A.P3** | Describe the purpose of elements of the promotional mix used for a selected branded product.  |
| **2A.P2** | Assess the marketing mix for a selected branded product.  |
| **Sources of information to support you with this Assignment** | **Books***BTEC First Business Student Book*, Bentley, P., Carysforth, C., Chandler-Corris, L., Glencross, K. and Nield, M. Harlow: Pearson (2013) 978-1-44690-136-6.*BTEC Level 2 Certificate in Business Enterprise* Learner Handbook with ActiveBook; Donaldson, S; Parry, C; Smith, J; Bunn, C; Pearson (2017) 978-1292196930.**Websites**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.1** | Describe the importance of branding for a business. |
| **1A.2** | Identify elements of the marketing mix for a selected branded product. |
| **1A.3** | Identify elements of the promotional mix used for a selected branded product. |