

Higher National Unit Specification

General information for centres

Unit title: Marketing Practice: An Introduction

Unit code: DG6V 34

Unit purpose: The Unit is designed to enable the candidate to evaluate the marketing effort needed to achieve the organisation's objectives.

On completion of the Unit the candidate should be able to:

1. Explain the product decisions of an organisation.
2. Explain how an organisation makes pricing decisions.
3. Explain the distribution decisions of an organisation.
4. Explain the external marketing communications of an organisation.

Credit value: 1 HN Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: Access to this Unit is at the discretion of the centre. However, it would be beneficial if the candidate has achieved Core skills communications at Intermediate 2.

Core skills: There may be opportunities to gather evidence towards core skills in this Unit, although there is no automatic certification of core skills or core skills components.

Context for delivery: If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes. It may also be offered as part of other Higher National programmes.

Assessment: The Unit will be assessed by a separate assessment for each Unit outcome. Each instrument of assessment will take the form of a set of structured questions based on a case study or other stimulus material. Ideally the same case study/stimulus material will be used for all assessments. All assessments will be completed under supervised open-book conditions. The assessments will require the candidates to apply marketing theory to business situations.

Candidates will be given the case study/stimulus, but they will not see the questions in advance. Each assessment will last approximately one hour.

Higher National Unit specification: statement of standards

Unit title: Marketing Practice: An Introduction

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The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Explain the product decisions of an organisation

Knowledge and/or skills

- ◆ Product decisions of a particular organisation in terms of their Product mix
- ◆ Product life cycle in terms of the existing Product portfolio and the requirement for Product portfolio changes
- ◆ The Boston Matrix and Product life cycle relationship
- ◆ Appraisal of Products in the light of changing market conditions

Evidence requirements

To achieve this Outcome each candidate must provide evidence that demonstrates his/her knowledge and/or skills.

Each candidate must provide evidence to show that she/he can:

- ◆ analyse the product decisions of a particular organisation in terms of product mix
- ◆ analyse the life cycle stages of products in terms of an organisation's existing product portfolio
- ◆ identify and explain the factors which might force an organization to constantly change its product portfolio
- ◆ explain the relationship between Product Life Cycle and Boston Matrix
- ◆ identify and explain the Boston Matrix:
 - *the advice it offers to managers with regard to balancing a portfolio*
 - *the advice it offers to managers with regard to objective setting*

Assessment guidelines

Outcome 1 will be assessed by a set of structured questions based on a case study or other piece of stimulus material. The case study/stimulus material should encourage the candidate to evaluate the product decisions of an organisation. Ideally the same case study/stimulus material will be used in the assessment of Outcomes 1, 2, 3 and 4.

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing Practice: An Introduction

The assessment will be completed under open-book conditions, supervised within the classroom environment. Assessment questions should encourage the candidate to relate/apply his/her knowledge to a particular business situation.

As this Outcome is being assessed in an holistic way, it is not necessary for the candidate to provide evidence of all areas of knowledge and skills. It is suggested that the assessment should be designed in such a way as to allow the assessor the opportunity to sample only certain parts of the coursework but still be satisfied that the candidate has a sound understanding of the whole subject.

It is not necessary for a student to provide evidence for every single item listed in the evidence requirements. The items in normal type are mandatory, but it is not essential to provide evidence for each of the italicised items. From the group of italicised items a minimum of one item must be sampled and evidence must be provided for at least one of these areas.

Sampling opportunities also exist within the italicised evidence requirement. For example, for Outcome 1, the candidate would be expected to identify and explain the Boston Matrix, as applied to the case study, and then, in addition, be required to cover one of the italicised points.

The items in normal type are fundamental to an understanding of product and must be assessed. Different sets of questions based on the same case study/stimulus material can sample different areas of knowledge and skills, while at the same time, the same or similar questions might be used in conjunction with alternative case studies/stimulus materials. This gives the assessor a variety of materials, which can be mixed and matched to allow for sampling and for reassessment.

It is envisaged that the exacted response in this assessment would be a total of approximately 500 words elicited from three or four structured questions, but the final decision regarding the number of questions is at the discretion of the individual centre.

It is suggested that candidates should be given one hour to complete the assessment. This is only an approximate figure and it need not be adhered to as rigidly as in a formal examination situation. The time allowed is merely indicative as it is accepted that some candidates may require a little longer to complete the assessment. A flexible and pragmatic approach is encouraged and any additional time given to a candidate is at the discretion of the individual centre.

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing Practice: An Introduction

Outcome 2

Explain how an organisation makes pricing decisions

Knowledge and/or skills

- ◆ Pricing strategies in terms of internal factors and external factors
- ◆ Pricing decisions in terms of organisational objectives
- ◆ Modifications of pricing decisions in terms of changing market conditions
- ◆ Modifications of pricing in terms of organisational objectives
- ◆ Pricing strategies and policies

Evidence requirements

To achieve this Outcome each candidate must provide evidence, which demonstrates his/her knowledge and/or skills.

Each candidate must provide evidence to show that he/she can:

- ◆ Distinguish between the different types of pricing policy that an organisation could use
- ◆ Explain potential pricing strategies:
 - *the strengths and weaknesses of each strategy*
 - *pricing strategies in terms of internal factors*
 - *evaluate pricing strategies in terms of external factors*
 - *pricing strategies in terms of organisational objectives*
- ◆ Outline the factors which force a company to modify its pricing strategy:
 - *the internal factors*
 - *the external factors*

Assessment guidelines

Outcome 2 will be assessed by a set of structured questions based on a case study or other piece of stimulus material. The case study/ stimulus material should encourage the candidate to evaluate the product decisions of an organisation. Ideally the same case study/stimulus material will be used in the assessment of Outcomes 1, 2, 3 and 4.

The assessment will be completed under open-book conditions, supervised within the classroom environment. Assessment questions should encourage the candidate to relate/apply his/her knowledge to a particular business situation rather than merely reiterate theory.

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing Practice: An Introduction

As the Outcome is being assessed in an holistic way, it is not necessary for the candidate to provide evidence of all areas of knowledge and skills. It is suggested that the assessment should be designed in such a way as to allow the assessor the opportunity to sample only certain parts of the coursework but still be satisfied that the candidate has a sound understanding of the whole subject

It is not necessary for a student to provide evidence for every single item listed in the evidence requirements. The items in normal type are mandatory, but it is not essential to provide evidence for each of the italicised items. From the group of italicised items, a minimum of one item must be sampled and evidence must be provided for at least one of these areas.

Sampling opportunities also exist within the italicised evidence requirement. For example, for Outcome 2, the candidate would be expected to identify and explain potential pricing strategies and then may be required, in addition, to cover two of the italicised points.

The items in normal type are fundamental to an understanding of price and must be assessed. Different sets of questions based on the same case study/stimulus material can sample different areas of knowledge and skills, while at the same time, the same or similar questions might be used in conjunction with alternative case studies/stimulus materials. This gives the assessor a variety of materials that can be mixed and matched to allow for sampling and for reassessment.

It is envisaged that the exacted response in this assessment would be a total of approximately 500 words elicited from three or four structured questions, but the final decision regarding the number of questions is at the discretion of the individual centre.

It is suggested that candidates should be given one hour to complete the assessment. This is only an approximate figure and it need not be adhered to as rigidly as in a formal examination situation. The time allowed is merely indicative as it is accepted that some candidates may require a little longer to complete the assessment. A flexible and pragmatic approach is encouraged and any additional time given to a candidate is at the discretion of the individual centre.

Outcome 3

Explain the distribution decisions of an organisation

Knowledge and/or skills

- ◆ Marketing and distribution systems available to a manufacturer
- ◆ Factors influencing a manufacturer in her/his channel choice
- ◆ Marketing objectives of intensive, selective and exclusive distribution

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing Practice: An Introduction

Evidence requirements

To achieve this Outcome each candidate must provide evidence, which demonstrates his/her knowledge and/or skills.

Each candidate must provide evidence to show that he/she can:

- ◆ Distinguish between the marketing channels available to an organization
- ◆ Explain the factors which will influence an organisation in their channel choice:
 - *product characteristics*
 - *market characteristics*
 - *competitor methods*
 - *financial position of the organisation*
 - *seasonal factors*
 - *distributor resistance*
 - *legal restrictions*
 - *availability of an existing network*
- ◆ Explain the marketing objectives influencing channel choice:
 - *intensive distribution*
 - *exclusive distribution*
 - *selective distribution*

Assessment guidelines

Outcome 3 will be assessed by a set of structured questions based on a case study or other piece of stimulus material. The case study/ stimulus material should encourage the candidate to evaluate the product decisions of an organisation. Ideally the same case study/stimulus material will be used in the assessment of Outcomes 1, 2, 3 and 4.

The assessment will be completed under open-book conditions, supervised within the classroom environment. Assessment questions should encourage the candidate to relate his/her knowledge to a particular business situation rather than merely regurgitate theory.

As this Outcome is being assessed in an holistic way, it is not necessary for the candidate to provide evidence of all areas of knowledge and skills. It is suggested that the assessment should be designed in such a way as to allow the assessor the opportunity to sample only certain parts of the coursework but still be satisfied that the candidate has a sound understanding of the whole subject.

It is not necessary for a student to provide evidence for every single item listed in the evidence requirements. The items in normal type are mandatory, but it is not essential to provide evidence for each of the italicised items. From the group of italicised items a minimum of one item must be sampled and evidence must be provided for at least one of these areas.

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing Practice: An Introduction

Sampling opportunities also exist within the italicised evidence requirement. For example, for Outcome 3, the candidate would be expected to explain the factors which will influence an organisation in their channel choice and then, in addition, will be required to cover the italicised points.

The items in normal type are fundamental to an understanding of distribution and must be assessed. Different sets of questions based on the same case study/stimulus material can sample different areas of knowledge and skills, while at the same time, the same or similar questions might be used in conjunction with alternative case studies/stimulus materials. This gives the assessor a variety of materials that can be mixed and matched to allow for sampling and for reassessment.

It is envisaged that the exacted response in this assessment would be a total of approximately 500 words elicited from three or four structured questions, but the final decision regarding the number of questions is at the discretion of the individual centre.

It is suggested that candidates should be given one hour to complete the assessment. This is only an approximate figure and it need not be adhered to as rigidly as in a formal examination situation. The time allowed is merely indicative as it is accepted that some candidates may require a little longer to complete the assessment. A flexible and pragmatic approach is encouraged and any additional time given to a candidate is at the discretion of the individual centre.

Outcome 4

Explain the external marketing communications of an organisation

Knowledge and/or skills

- ◆ The promotional mix
- ◆ The promotional mix in the context of push and pull strategies
- ◆ The external marketing communication system in the context of the promotional mix and internal and external factors
- ◆ The promotional mix in the context of organisational objectives
- ◆ Modification of the promotional mix in the context of changing market conditions and organisational objectives

Evidence requirements

To achieve this Outcome each candidate must provide evidence, which demonstrates his/her knowledge and/or skills.

Each candidate must provide evidence to show that he/she can:

- ◆ Explain the importance of promotion to organisations

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing Practice: An Introduction

- ◆ Explain the factors influencing an organisation to alter its promotional mix
- ◆ Distinguish between the different aspects of the promotional mix in the context of push and pull strategies:
 - *advertising, public relations, sales promotion, sponsorship, direct marketing, personal selling*
 - *the strengths and weaknesses of the aspects of the promotional mix*
 - *the uses of the different aspects of the promotional mix*
 - *the different aspects of the promotional mix can be used in different business situations*

Assessment guidelines

Outcome 4 will be assessed by a set of structured questions based on a case study or other piece of stimulus material. The case study/ stimulus material should encourage the candidate to evaluate the product decisions of an organisation. Ideally the same case study/stimulus material will be used in the assessment of Outcomes 1, 2, 3 and 4.

The assessment will be completed under open-book conditions, supervised within the classroom environment. Assessment questions should encourage the candidate to relate/apply his/her knowledge to the particular business situation rather than merely reiterate theory.

As the Outcome is being assessed in an holistic way it is not necessary for the candidate to provide evidence of all areas of knowledge and skills. It is suggested that the assessment should be designed in such a way as to allow the assessor the opportunity to sample only certain parts of the coursework but still be satisfied that the candidate has a sound understanding of the whole subject.

It is not necessary for a student to provide evidence for every single item listed in the evidence requirements. The items in normal type are mandatory, but it is not essential to provide evidence for each of the italicised items. From the group of italicised items a minimum of one item must be sampled and evidence must be provided for at least one of these areas.

Sampling opportunities also exist within the italicised evidence requirement. For example, for Outcome 4, the candidate would be expected to distinguish between the different aspects of the promotional mix in the context of push and pull strategies and then, in addition, be required to cover two italicised points.

The items in normal type are fundamental to an understanding of promotion and must be assessed. Different sets of questions based on the same case study/stimulus material can sample different areas of knowledge and skills, while at the same time, the same or similar questions might be used in conjunction with alternative case studies/stimulus materials. This gives the assessor a variety of materials that can be mixed and matched to allow for sampling and for reassessment.

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing Practice: An Introduction

It is envisaged that the exacted response in this assessment would be a total of approximately 500 words elicited from three or four structured questions, but the final decision regarding the number of questions is at the discretion of the individual centre.

It is suggested that candidates should be given one hour to complete the assessment. This is only an approximate figure and it need not be adhered to as rigidly as in a formal examination situation. The time allowed is merely indicative as it is accepted that some candidates may require a little longer to complete the assessment. A flexible and pragmatic approach is encouraged and any additional time given to a candidate is at the discretion of the individual centre.

Administrative Information

Unit code:	DG6V 34
Unit title:	Marketing Practice: An Introduction
Superclass category:	BA
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Higher National Unit specification: support notes

Unit title: Marketing Practice: An Introduction

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

This Unit is designed to enable candidates to explain the marketing efforts needed to achieve organisational objectives.

The following notes give additional information on each Outcome:

Outcome 1:

Product classification: convenience; shopping; speciality goods.

Product life cycle: research and development; introduction; growth; maturity; decline.

Product portfolio: mix, width, depth, consistency.

Boston Matrix: cows, dogs, stars, question marks, market growth; market share.

Branding: benefits; types; brand selection and maintenance.

Outcome 2:

Pricing objectives: profitability; return on investment; market share; sales; product quality; cash flow.

Pricing strategies: cost-oriented; cost-plus; mark-up; demand-based; prestige pricing; competitive pricing; price leadership; penetration pricing; price skimming.

Outcome 3:

Distribution channels: for consumer/industrial products; zero, one, two, three levels.

Marketing systems: vertical: corporate, contractual, administered; horizontal.

Selection of distribution channel: intensity of market coverage; markets and buyers; product attributes; environmental factors.

Marketing objectives: intensive; selective; exclusive.

Factors influencing channel choice: product and market characteristics; competitor methods; financial position; seasonal factors; distributor resistance; legal restrictions; availability of an existing network.

Outcome 4

Promotional strategies: push and pull.

Promotional mix: advertising; sales promotion; public relations; personal selling; direct marketing; sponsorship.

Higher National Unit specification: support notes (cont)

Unit title: Marketing Practice: An Introduction

Guidance on the delivery and assessment of this Unit

This Unit is likely to be delivered as part of a group award and may be delivered in year 1 or 2. It can be offered as a free-standing Unit as it is not dependent on any previous or wider marketing knowledge.

Candidates should be encouraged to broaden their knowledge of marketing through use of primary and secondary sources. A notable reference would be 'Marketing: Concepts and Strategies' Dibb, Simkin, Pride, Ferrell. Houghton Mifflin 2001, while magazines such as 'Marketing' and 'Marketing Week' should be recommended. Visiting speakers from marketing departments or consultancies would also be very beneficial for candidates, as would the use of case-studies from a variety of disciplines. A recommended Internet site is www.thetimes100.co.uk, which has a variety of case study material and exercises.

Open learning

If this Unit is delivered by open or flexible learning, additional resources and material will be required for candidate support, assessment and quality assurance. For further information and advice please refer to SQA document *Assessment and Quality Assurance for Open and Distance Learning* (SQA, February 2001 — publication code A1030).

Special needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. Special needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering special alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements* (SQA, 2001).

General information for candidates

Unit title: Marketing Practice: An Introduction

This Unit is designed to give you an understanding of marketing practice and how to evaluate the marketing efforts needed to achieve corporate objectives.

It explores the major decisions of an organisation with regard to product, pricing, place (distribution) and external marketing communications. The marketing function of an organisation is also explored. All four elements (product, pricing, distribution, external marketing communications) are addressed theoretically and also using appropriate case studies in examples. Up to date marketing case studies and examples should be accessed from the media, appropriate websites and marketing magazines.

In order to complete the Unit successfully, you will be required to achieve a satisfactory level of performance on four pieces of assessed work, relating to each of product, pricing, distribution and external marketing communications. The evidence required:

1. You provide a written explanation of the product decisions of an organisation. Evidence should be generated under open-book conditions, supervised within the classroom environment.
2. You explain, in writing, the pricing decisions of an organisation. Evidence should be generated under open-book conditions, supervised within the classroom environment.
3. You explain, in writing, the distribution decisions of an organisation. Evidence should be generated under open-book conditions, supervised within the classroom environment.
4. You explain, in writing, the external marketing communications decisions of an organisation. Evidence should be generated under open-book conditions, supervised within the classroom environment.