

Unit Title:	Attracting customers through marketing
OCR unit number	4
Ofqual reference number	K/502/9950
Level:	2
Credit value:	4
Guided learning hours:	33

Unit purpose and aim

This unit will support the development of skills needed to use marketing techniques to attract and retain customers in a competitive market, in order to sustain a planned level of business activity within a venture.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>The Learner will:</p> <p>1 Understand marketing principles</p>	<p>The Learner can:</p> <p>1.1 Define marketing principles</p> <p>1.2 Explain how the marketing principles apply to a specific start-up business venture</p>	<ul style="list-style-type: none"> The marketing principle, the 4 Ps: Product Price Promotion Place
<p>2 Understand the purpose of market research</p>	<p>2.1 Explain the different types of market research</p> <p>2.2 Explain how market research can benefit a business</p> <p>2.3 Explain how to use market research results</p>	<ul style="list-style-type: none"> Market research Primary and secondary research Questionnaires; formal and informal interviews; focus groups; etc Market research aims, eg understand customers purchasing power, if their needs are being met Market research use, eg pricing, distribution routes, niche markets
<p>3 Be able to produce market research material for business ventures</p>	<p>3.1 Produce market research materials for a specific start-up business venture</p>	<ul style="list-style-type: none"> Market research. This may include questionnaire, interview structures, focus groups

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
4 Be able to analyse businesses in the marketplace	4.1 Analyse a specific start-up business venture in relation to its market 4.2 Define the actions that should be taken as a result of a business analysis 4.3 Describe how a specific start-up business venture fits into the marketplace	<ul style="list-style-type: none"> • The advantages and disadvantages that your business will have in relation to the market • SWOT analysis ie Strengths Weaknesses Opportunities Threats • How your business would fit into the existing market. eg cheap alternative, new product
5 Understand how to price products/services	5.1 Explain how to set the price for a product/service	<ul style="list-style-type: none"> • Pricing in a free economy • Cost-plus pricing • Market pricing • Pricing for business objectives
6 Be able to apply brand values to businesses	6.1 Identify brand values for a business 6.2 Apply brand values to marketing materials for a specific start-up business venture	<ul style="list-style-type: none"> • Brand values • The AIDA template, Attention Interest Desire Action • Brand values that your business might have, eg professional, cheap, reliable, fast

Assessment

This element is assessed by OCR set assignments that are centre assessed and externally moderated by OCR.

The candidate must understand the principles and purposes of marketing in business and how this can benefit the venture.

Candidates should complete all tasks contained in the candidate information section to demonstrate a clear understanding of these issues.

Candidates must complete the tasks for all assessment criteria contained within the unit.

Evidence requirements

In order to achieve this unit you must demonstrate that you have met all of the stated learning outcomes and assessment criteria. Candidates must complete the templates provided or where indicated either produce continuous prose in line with the indicated word limit or use another appropriate format.

In Learning Outcome 2, candidates should be able to show knowledge and understanding of a range of different research techniques. The list provided consists of examples and is not to be taken as definitive.

In Learning Outcome 5, an accurate cost plus calculation is required, but the figures need not be based on specific knowledge of the business.

In Learning Outcome 6, the poster etc may be hand drawn or designed using relevant IT software. The tutor will need to certify it as their work.

Guidance on assessment and evidence requirements

Assessment will take the form of an OCR template assignment, which allows the candidate to evidence each assessment criteria. For each assessment criteria, OCR will also supply templates to aid centres in confirming that all aspects of the assessment have been completed and that relevant evidence is available.

A breakdown of the expected actions is provided in the candidate section of the assignments. Tutors should ensure that the knowledge, understanding and skills section is sufficiently covered, according to the criteria provided.

All aspects of the task, as laid out in the candidate section, should be completed before the work is submitted to OCR for moderation. Witness Statement Forms have been provided where required. The tasks should be assessed in the centre before the candidate's portfolio is presented to the OCR-appointed examiner-moderator.

You should refer to the '*Admin Guide: Vocational Qualifications (A850)*' for *Notes on Preventing Computer-Assisted Malpractice*.

National Occupational Standards (NOS) mapping/signposting

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Occupational standards	Unit number	Title
Most relevant		
SFEDI	EE2	Win and keep customers
SFEDI	EE5	Build relationships to build your business
SFEDI	WB1	Check what customers need from your business
SFEDI	WB2	Plan how to let your customers know about your products or services
Relevant		
SFEDI	BD1	Check the likely success of a business idea
SFEDI	BD2	Define the product or service of your business
SFEDI	EE4	Find innovative ways to improve your business
SFEDI	WB4	Advertise your products or services
SFEDI	WB11	Decide how you will treat your business

		customers
SFEDI	WB12	Deliver a good service to customers

Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

Link to functional skills standards <http://www.qcda.gov.uk/15565.aspx>

Functional Skills Standards					
English		Mathematics		ICT	
Speaking and Listening	✓	Representing	✓	Use ICT systems	✓
Reading	✓	Analysing	✓	Find and select information	✓
Writing	✓	Interpreting	✓	Develop, present and communicate information	✓

Resources

Candidates who wish to present their work electronically will require access to a computer with word processing software.

Additional information

In order for the candidate to achieve this unit the candidate must demonstrate an understanding of a new business's needs. The candidate will create elements of important information that can be added and developed into a business plan.

Further information is provided in the Notes for Tutors section of the assignment booklet.

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .