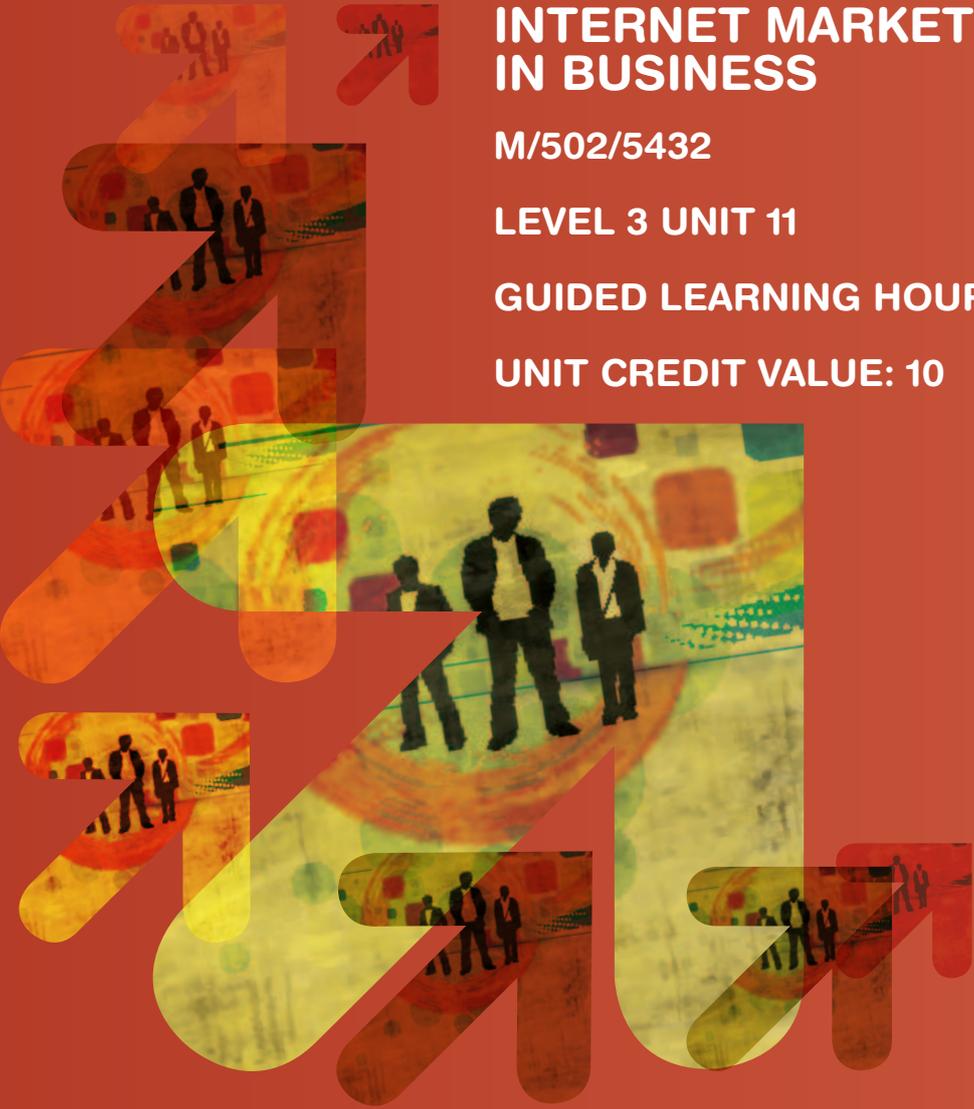




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OCR LEVEL 3 CAMBRIDGE TECHNICAL CERTIFICATE/DIPLOMA IN BUSINESS



INTERNET MARKETING IN BUSINESS

M/502/5432

LEVEL 3 UNIT 11

GUIDED LEARNING HOURS: 60

UNIT CREDIT VALUE: 10



INTERNET MARKETING IN BUSINESS

M/502/5432

LEVEL 3 UNIT 11

AIM OF THE UNIT

Many businesses now operate online and to have a presence on the internet is increasingly vital in today's society. By completing this unit learners will understand the role that internet marketing has in today's workplace. They will explore the role that internet marketing has in the context of wider marketing and how businesses use the internet to maximise promotions and sales opportunities. The effect of internet marketing on society is also considered along with the challenges businesses face in achieving a global online presence.

Knowledge of this will help learners to understand the role that internet marketing has in today's workplace and how it can help maximise sales and profitability when carried out well.

ASSESSMENT AND GRADING CRITERIA

Learning Outcome (LO) The learner will:	Pass The assessment criteria are the pass requirements for this unit. The learner can:	Merit To achieve a merit the evidence must show that, in addition to the pass criteria, the learner is able to:	Distinction To achieve a distinction the evidence must show that, in addition to the pass and merit criteria, the learner is able to:
1 Know what role internet marketing has within a modern marketing context	P1 describe the role internet marketing has in a marketing context		
	P2 describe how selected organisations use internet marketing	M1 compare and contrast the marketing of a business that uses internet marketing with one that has no online presence	D1 evaluate the online marketing carried out by a specific business
2 Understand the benefits of internet marketing to customers	P3 explain the benefits to customers of a business using internet marketing		
3 Understand the opportunities offered to businesses by internet marketing	P4 describe the benefits and opportunities to the business of using internet marketing within the marketing mix of a selected business		
	P5 explain how internet marketing has made a selected business more efficient, effective and successful		
4 Understand the challenges faced by businesses using internet marketing	P6 explain the challenges of globalisation facing a selected business when using the internet as a marketing tool	M2 analyse ways in which businesses have addressed three of the challenges of globalisation when using the internet as a marketing tool	

TEACHING CONTENT

The unit content describes what has to be taught to ensure that learners are able to access the highest grade.

Anything which follows an i.e. details what must be taught as part of that area of content.

Anything which follows an e.g. is illustrative, it should be noted that where e.g. is used, learners must know and be able to apply relevant examples to their work though these do not need to be the same ones specified in the unit content.

Learning Outcome 1 Know what role internet marketing has within a modern marketing context

- **Marketing (general):** Marketing mix, market segmentation, relationship marketing, niche
- **Internet marketing:** banners, scroll over, email promotion, search engines, mass customisation, personalisation, B2C – business to customer, B2B – business to business, C2C - customer to customer (e.g. eBay), market research methods, global marketing (e.g. language changes), social media marketing, customer engagement, understanding of customers.

Learning Outcome 2 Understand the benefits of internet marketing to customers

- **Benefits to customers:** comparisons, up to date information and prices, instant ticket booking, information/ demonstration videos, music downloading with linked targeted marketing, internet banking, delivery service/ collection service, payment mechanisms (e.g. PayPal), opportunities for greater efficiency, time to browse, lack of sales pressure, lower cost
- **Customers:** individual, businesses, international
- **Customer needs:** specialist products, needs of specific users (e.g. the housebound), different personalities of the online user.

Learning Outcome 3 Understand the opportunities offered to businesses by internet marketing

- **Benefits and opportunities:** access, available 24/7, immediate sales, records of previous transactions, efficiency of staff and resources, reduction of costs (no need for high street location), links with partner businesses – advertising complimentary products on each site, usage trends, geo-targeting, email (permission) marketing; complementing high street presence (e.g. internet grocery shopping).

Learning Outcome 4 Understand the challenges faced by businesses using internet marketing

- **Challenges of globalisation:** delivery, availability, laws and regulations; language, customs, tax, currency/payments, information security, effectiveness of search engines, managing information, cultural sensitivity; keeping up with trends in other countries.

It is important to maintain focus on the current law and practice in this area. The list given above is neither prescriptive nor exhaustive. Where legislation has been revised learners will consider the most up to date version as that will reflect current industry practice.

DELIVERY GUIDANCE

If learners have previously studied Unit 3 Introduction to Marketing, the knowledge and understanding gained will be very useful in this unit. If learners have not previously taken Introduction to Marketing it may be useful for tutors to open this unit with some of its introductory content in order to place internet marketing in its proper context.

Learning Outcome 1

In small groups learners could research a range of internet marketing concepts and discuss why and how businesses market online. Learners could investigate how a variety of organisations use internet marketing. This could include looking at local businesses and identifying how they use the internet for marketing purposes, and national or global businesses. Learners should be given the opportunity to compare and contrast the use of internet marketing. They could discuss the advantages and benefits a business has that use internet marketing, over one with no online presence.

Learning Outcome 2

Learners must understand how the use of internet marketing can benefit the customer. In small groups learners could use their own experience and identify how internet marketing has benefitted them as a customer. This could include how they compare and select products, the way they access and purchase music, how they purchase tickets, how they do their banking, and how they recommend products through social networking. Learners could research the benefits of internet marketing to a range of customers. They could carry out questionnaires or focus groups to find out how customers use the internet and what the advantages are. Learners could then use this data to explain the benefits of internet marketing to the customer. Learners could also research how selected businesses use internet marketing and identify what the benefits are to the businesses customers. For example, learners could use eBay where customers can sell directly to customers; and Amazon where personalisation is crucial in their online marketing success.

Learning Outcome 3

Tutors could arrange for a speaker from a local business to discuss the opportunities of using internet marketing and how it has affected their business output. The learners should prepare beforehand and in small groups could select questions to ask the speaker. Learners could then review the information and present their key findings.

Learning Outcome 4

The same speaker could also discuss the challenges of globalisation for their business when using internet marketing. (Tutors must therefore select a speaker whose business operates within a global market.) Alternatively, learners could select a business and use a range of case study information. In small groups learners could identify the challenges that a business would face when operating in a global market. Each group could then take one of the key challenges and research how it affects a variety of businesses. Learners could progress this further by analysing how businesses have attempted to address three of the challenges.

A visit to a business that successfully uses internet marketing will aid learners in their investigations into the benefits and challenges of internet marketing. An awareness of the swift-moving nature of this type of business is essential. New ways of marketing using the internet are emerging all the time – much of this is aimed at younger consumers and learners are likely to possess a wealth of experience from their own purchases online.

SUGGESTED ASSESSMENT SCENARIOS AND TASK PLUS GUIDANCE ON ASSESSING THE SUGGESTED TASKS

P1,P2

Scenario and task:

You are on work experience at a local advertising agency. The agency is developing its services to include internet marketing and is keen to attract new businesses to use this service. The advertising agency would like some material to generate new business. They have asked you to produce some information describing the purpose of internet marketing and how a range of organisations currently utilise the concept.

M1

The information you have produced for the advertising agency must also compare and contrast the use of internet marketing. You must also evaluate the advantages and disadvantages of a business that uses internet marketing with one that has no online presence.

D1

The information you have produced for the advertising agency must go into further detail on a selected business. You must evaluate the online marketing of the business and present your findings.

P3

Scenario and task:

Having received the information you produced one of the potential new businesses is still not convinced that internet marketing would be beneficial to their customers. The advertising agency has asked you to carry out some research to provide further evidence of the benefits of internet marketing to customers.

Your research could include a questionnaire, interviews with customers, or a focus group. Plus, undertaking secondary research. You could then use this data to explain the benefits of internet marketing to customers and why the new business should consider it as a tool.

P4, P5

Scenario and task:

The advertising agency has asked you to advise a local business about the opportunities internet marketing provides.

You could create some information for the selected business that describes the benefits and opportunities of using internet marketing within its marketing mix. You must also

provide an example of how a selected business has used internet marketing and how it has made the business more efficient, effective and successful.

P6

Scenario and task:

The advertising agency has asked you to explain to one of their new business clients the challenges of globalisation they would face when using internet marketing.

You could report back to the business in a variety of ways, providing examples from a selected business.

M2

The advertising agency has asked you to provide some additional information in your report in order for their client to understand how they could overcome the challenges faced by globalisation.

Your report must include an analysis on how businesses have addressed a minimum of three challenges.

MAPPING WITHIN THE QUALIFICATION TO THE OTHER UNITS

Links to Unit 3 Introduction to Marketing

LINKS to NOS

CfA BAD322 Analyse and report data (Partial)

CfA MKT532 Use technology to achieve marketing aims
(Partial)



CONTACT US

Staff at the OCR Customer Contact Centre are available to take your call between 8am and 5.30pm, Monday to Friday.

We're always delighted to answer questions and give advice.

Telephone 02476 851509

Email cambridgetechnicals@ocr.org.uk

www.ocr.org.uk