**Unit 2: Developing a Marketing Campaign**

**Revision Guide for Mocks January 2020**

**Unit 2 Core Content – From Specification**

**A1 The role of marketing**

• Principles and purposes of marketing:

o anticipating demand

o recognising demand

o stimulating demand

o satisfying demand.

• Marketing aims and objectives:

o understanding customer wants and needs

o developing new products

o improving profitability

o increasing market share

o diversification

o increased brand awareness and loyalty.

• Types of market – mass and niche market.

• Market segmentation.

• Branding, brand personality, brand image, unique selling point (USP), implications of business size for marketing activity, budgetary constraints, availability of specialist staff.

**A2 Influences on marketing activity**

• Internal influences:

o cost of the campaign

o availability of finance

o expertise of staff

o size and culture of the business.

• External influences:

o social

o technological

o economic

o environmental

o political

o legal

 o ethical.

**B Using information to develop the rationale for a marketing campaign**

**B1 Purpose of researching information to identify the needs and wants of customers**

• To identify target markets.

• To identify size, structure and trends in the market.

• To identify competition.

**B2 Market research methods and use**

• Primary research, to include survey, interview, observation, trials, focus groups.

• Secondary research:

o internal – business data on customers and financial records to include loyalty cards and sales records

o external – commercially published reports, government statistics, trade journals, media sources.

• Importance of validity, reliability, appropriateness, currency, cost.

• Quantitative and qualitative data, when and where used.

• Sufficiency and focus of the research.

• Selection and extraction.

**B3 Developing the rationale**

• Interpretation, analysis and use of data and other information to make valid marketing decisions.

• Identification of any further sources of information that may be required.

• Evaluation of the reliability and validity of the information obtained.

• Product life cycle.

**C Planning and developing a marketing campaign**

**C1 Marketing campaign activity**

• Selection of appropriate marketing aims and objectives to suit business goals.

• Situational analysis: SWOT (Strengths, Weaknesses, Opportunities, Threats) and PESTLE (Political, Economical, Social, Technological, Legal, Environmental).

• Use of research data to determine target market.

• Use of research data to conduct competitor analysis.

**C2 Marketing mix**

• Product development: form and function, packaging, branding.

• Pricing strategies: penetration, skimming, competitor based, cost plus.

• Promotional advertising, public relations (PR). Sponsorship, use of social and other media, guerrilla marketing, personal selling, product placement, digital marketing, corporate image.

• Place, distribution channels: direct to end users (mail/online/auction), retailers, wholesalers.

• Extended marketing mix: people, physical environment, process.

**C3 The marketing campaign**

• Content of the marketing message.

• Selection of an appropriate marketing mix.

• Selection of appropriate media.

• Allocation of the campaign budget.

• Timelines for the campaign, including monitoring.

• How the campaign is to be evaluated.

**C4 Appropriateness of marketing campaign**

• How far the marketing activity reinforces and supports brand value.

• The sustainability of marketing activities.

• Flexibility of the campaign to enable response to both internal and external changes.

• Relevance to organisational goals.

• Appropriateness to target market.

• Legal and ethical considerations.

**Part B Suggested Structure**

**Activity 1: The Rationale**

* Introduction to the business and the proposal.
* Advantages of the proposal
* Potential problems
* Barriers that would need to be overcome

*Apply Marketing terminology throughout*.

**Aims and Objectives**

* At least three SMART objectives, fully justified by case study and research

**Research data on the market and competition**

* Research data and information from the case study is considered in a detailed SWOT and PESTLE analysis
* Primary research also included

**Reliability and Validity of research information**

* Reliability and validity considered for all secondary and primary research

**Justification**

* What are the advantages and disadvantages of the proposal?
* Is the proposal likely to be successful?
* What are the potential barriers?
* What will the business have to ensure in order to be successful?

**Activity 2**

**Target market**

* Identify the target market and their needs and wants.
* Use research and evidence from the case study to support this

**Marketing Message**

* What is the message that needs to be communicated to the target market
* Use evidence to support this

**Extended Marketing mix**

* 7 Ps included
* Promotion must include an explanation and justification of all the promotional activities/methods/media that you are planning to use

**Budget**

* Detailed budget (as a plan in a table)
* Each activity broken down into the associated activities

**Timescale**

* Breaks down key activities from the budget and other into a month by month table. Key performance Indicators can be included

**Guidance from Lead examiners report**

• Use appropriate marketing terminology throughout their response.

• Ensure that they contextualise their responses based on the research that they have carried out into the market identified in the Part A pre-release document.

• Divide their time equally between activity one and activity two.

• Fully justify their aims and objectives.

• Ensure that aims and objectives are relevant to the context of the product identified in the Part B document.

• Ensure that their market research is analysed and that they do not simply state facts and figures.

• Ensure that they use at least two analytical models to support the justification of their marketing plan.

• Ensure that they provide a 7P marketing mix which is thoroughly applied to the context of the product and company that are identified in the part B document.

• Produce a budget which shows allocations of money over time and broken down by different marketing activities.

• Produce a timeline which shows how different elements of the marketing mix will be implemented over time.