Applied General Assignment Brief

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| **Qualification title** | **Level 3 Certificate/Extended Certificate in Applied Business** |
| **Unit code** | **D/507/6702** |
| **Unit title** | **Marketing communications** |

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| **Learner name** |  | | |
| **Tutor/Assessor name** |  | | |
| **Assignment Title** | **Assignment 2 – Recommending marketing communications** | | |
| **Date assignment issued** |  | **Submission Date** |  |

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| **Performance Criteria** | | | |
|  | **Pass** | **Merit** | **Distinction** |
| **Performance Outcome**  PO 3 and 4 | P7, P8, P9 and P10 | M6, M7, M8 and M9 | D4, D5 and D6 |

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| **Tasks** | **Performance criteria covered** |
| Task 1 | P7, M6 and D4 |
| Task 2 | P8, M7 and D5 |
| Task 3 | P9 and M8 |
| Task 4 | P10, M9 and D6 |

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| **Submission Checklist (please insert the items the learner should hand in)** | **Confirm submission** |
| Task 1 – completed draft materials folder |  |
| Task 2 – completed marketing communications mix template  (‘Marketing communications mix’) |  |
| Task 3 – completed schedule of marketing communications templates (‘Schedule of marketing communications’, ‘Notes to the schedule of marketing communications’ and ‘Metrics to monitor outcomes’) |  |
| Task 4 – completed impact on business proposal template (‘Impact of marketing communications on the business proposal’) |  |
| **Learner - please confirm that you have proofread your submission** |  |

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| **Learner Authentication**  I confirm that the work and/or the evidence I have submitted for this assignment is my own. I have referenced any sources in my evidence (such as websites, text books). I understand that if I don’t do this, it will be considered as a deliberate deception and action will be taken. |
| **Learner Signature Date** |
| **Tutor declaration**  I confirm the learner’s work was conducted independently and under the conditions laid out by the specification. I have authenticated the learner’s work and am satisfied that the work produced is solely that of the learner. |
| **Tutor/Assessor Signature\* Date** |
| *\*Please record any assistance given to the learner beyond the group as a whole even if within the parameters of the specification* |

**For marking purposes only**

**Marking grid**

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| **Performance Criteria (PC) Achieved** | | | | | | | | | **1stsub\*** | **Resub\*** |
| **Pass** | **1st sub\***  **✓ / X\*\*** | **Resub\***  **✓ / X\*\*** | **Merit\*\*\*** | **1st sub\***  **✓ / X\*\*** | **Resub\***  **✓ / X\*\*** | **Distinction\*\*\*** | **1st sub\***  **✓ / X\*\*** | **Resub\***  **✓ / X\*\*** | **Number of PCs achieved** | **Number**  **of PCs achieved** |
| P7 |  |  | M6 |  |  | D4 |  |  |  |  |
| P8 |  |  | M7 |  |  | D5 |  |  |  |  |
| P9 |  |  | M8 |  |  |  |  |  |  |  |
| P10 |  |  | M9 |  |  | D6 |  |  |  |  |
| **Total PCs achieved:** | | | | | | | | |  |  |

***\* Sub= submission and Re-sub=Re-submission (Re-submission column to be completed only if the learner has re-submitted the assignment).***

***\*\* Achieved (✓ ) Not achieved (X). Please tick or cross for each performance criteria (PC).***

***\*\*\* Distinction and Merit criteria can be achieved only where the associated Merit and Pass criteria have been achieved first.***

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| **Tutor summative feedback for learner**  (*Note to tutors: this section should focus on what the learner has done well. Where a learner has not achieved a specific performance criterion or is likely to want to improve on a response to a performance criterion, then you may identify the issues related to the criterion, but should not provide explicit instructions on how the learner can improve their work to achieve the outstanding criteria.)\** |
| Feedback  Tutor name(print) and date |
| Resubmission Feedback  Tutor name(print) and date |

\* All tutor notes should be deleted before the template is used.

**Scenario:**

In assignment 1 of unit 8 you planned a marketing communications strategy for your business proposal. In this assignment you will develop a marketing communications mix to put this strategy into action. You will draft communication materials required by the mix and investigate your target market’s approval of them. Once you are satisfied with your materials, and the channels they use, you will consider the cost of your marketing communications mix, its rationale and coherence.

The final section of this assignment requires you to schedule your marketing communications using a spreadsheet template provided by your tutor. You will reflect on how your proposed marketing communications might impact on the outline plans and coherence of your **unit 5** business proposal. Finally, you will complete your unit 8 portfolio by recommending and justifying changes to your unit 5 business proposals. After this, you will be in a position to return to your unit 5 portfolio and complete the second assignment of that unit.

**Evidence required for assignment 2**

 **Develop a marketing communications mix (PO3)**

* Completed draft materials folder (Task 1 – guide time of 2 hours)
* Completed marketing communications mix template – ‘Marketing communications mix’ (Task 2 – guide time of 2 hours)

 **Recommend a schedule of marketing communications (PO4)**

* Completed schedule of marketing communications templates – ‘Schedule of marketing communications’, ‘Notes to the schedule of marketing communications’ and ‘Metrics to monitor outcomes’ (Task 3 – guide time of 1 hour)
* Completed impact on business proposal template – ‘Impact of marketing communications on the business proposal’ (Task 4 – guide time of 1 hour)

**Activities:**

**Develop a marketing communications mix (PO3):**

**Task 1**

Having planned your marketing strategy in task 6 of assignment 1, you will now turn this into practical marketing communications. You should produce at least four draft communication materials capable of implementing your marketing strategy. These materials will collectively use verbal, non-verbal and visual methods of communication eg one of the draft communications might be a script and story board for a short video, delivered through your website, supporting an inbound marketing communications strategy. Try to ensure that the four communication materials get across your message and use channels appropriate for your target market.

Once you have drafted the materials, you will research target market approval of them. You are

likely to do this using a very small representative sample of your target market eg a focus group of 4 individuals. Get your focus group to feedback their opinions on the materials eg what message they think you are communicating; how they react to each material in terms of purchase decisions; if they agree with your choice of channels, use of visual communication methods etc.

After collecting this information, you will analyse it to identify findings for your marketing

communications mix (to be completed in task 2 of this assignment). Finally, you will justify what you consider to be the key findings i.e. ones that are really useful for developing your communications mix.

All of your evidence, analysis and justifications should be kept in a draft materials folder. It is not important for this to be presented as a formal report. What’s important is that other people can read the contents of the folder and understand your draft materials, channels used, target market opinions, and analysis and justification of key findings.

You’re required to:

 Complete a draft materials folder, containing:

* At least **four** draft communication materials collectively using verbal, non-verbal and visual communication methods
* Information on target market approval of your draft materials and an analysis of this to identify *relevant* findings for your communications mix
* A justification of your choice of *key* findings, on target market approval, to develop your marketing communications mix

**Task 2**

Now that you have gathered feedback from your target market, you should have a clearer idea of the marketing communications **mix** to implement your strategy. In this task you will describe the content and cost of the mix. Your tutor will provide you with a template for this. However, when completing the template, you should reference your draft materials folder to provide examples of your mix and to explain its purpose (rationale). You might want to review your evidence for task 1 before completing this task!

You will need to research the cost of your communications and think about the coherence of the mix

i.e. the extent to which you have made an integrated use of channels and the consistency of the message delivered by the **mix** of communications. Does your communications mix present a coherent message to your target market? In deciding on your communications mix, make sure that the different elements of the mix, and channels used, support each other. Everything should ‘tie together’ and your target market should never get confused!

You’re required to:

* Complete a marketing communications mix template, which:
* Describes the content and cost of the marketing communications mix for your business proposal
* Explains the rationale of your marketing communications mix
* Evaluates the coherence of your marketing communications mix

**Recommend a schedule of marketing communications (PO4):**

**Task 3**

This task requires you to schedule your marketing communications by considering the:

* Channels used to deliver the communications
* Sequence of communications
* Timing/duration of each communication
* Budget for each communication
* Milestones during the communications

Your tutor will provide you with two templates for this. The first one is a spreadsheet which you will use to schedule your marketing communications. It covers the entire bullet points mentioned above. Formulae have already been entered to calculate total costs, so don’t delete them! Modify the spreadsheet ifyou need more than one set of rows for a particular channel eg you might delete the set of rows on sponsorship to create an additional set of rows for experiential. It’s up to you, but tries to keep the spreadsheet onto a single page of A4!

The second template is for you to describe *how* you will use the channels you indicated in the schedule (the content of the communications), the budget you have allocated to each channel and the nature of the milestones indicated on the schedule. Feel free to refer back to tasks 1 and 2 if this is the quickest way to describe the contents of your communications.

Having completed these two templates, your tutor will then issue you with a third template for you to explain the *metrics* to monitor the outcomes of your marketing communications. The template provides space for **four** metrics and this should be enough e.g. number of hits on a particular page of your website; number of responses to emails etc.

You’re required to:

Complete the schedule of marketing communications templates, which:

* Schedule the marketing communications used by your business proposal
* Explain the metrics that might be used to monitor the outcomes of your marketing communications

**Task 4**

You’ve now fully considered the marketing communications for your business proposal, but before you return to unit 5 (to complete its assignment 2) you will reflect on how these communications might modify the proposal. After all, you now know far more about your target market and the activities of competitors. This understanding should make you think about your business proposal’s outline plans and coherence.

Your tutor will provide you with a template for this process. It is divided into three stages:

* Stage 1 – what impact might your communications activities/deliveries have on your business proposal’s outline plans e.g. does it affect your marketing mix, financial plan or aspects of your operations?
* Stage 2 – given these impacts, how might you change (adjust) your outline plans ie marketing, operations human resources and financial plans?
* Stage 3 – taking everything into consideration, make justified recommendations on adjustments to your business proposal (brought about by your marketing communications)

For this last bullet point, you should take all relevant unit 8 evidence into account. Reflect on what you have found out about your marketing communications and how this might change your business proposal. In considering changes, use the spreadsheet model of your business proposal competed in assignment 1 of **unit 5**. Use this to investigate the effects of any changes and to justify key changes.

You’re required to:

* Complete an impact on business proposal template, which:
* Identifies four possible impacts of the marketing communications on your business proposal
* Analyses adjustments to your business proposal, considering the possible impacts of the marketing communications
* Recommends and justifies adjustments to your business proposal