



Ofqual QAN	600/1325/4
Quartz ID	1156 / 1157
Qualification	Level 4 Diploma in Business

Unit ID	2308
Assessment	Applying Marketing
Assessment Type	Global Assignment
Assessment Cycle	<i>SAMPLE</i>

Marking Scheme

Markers are advised that, unless a task specifies that an answer be provided in a particular form, then an answer that is correct (factually or in practical terms) **must** be given the available marks. If there is doubt as to the correctness of an answer, the relevant NCC Education materials should be the first authority.

This marking scheme has been prepared as a **guide only** to markers and there will frequently be many alternative responses which will provide a valid answer.

Each candidate's script must be fully annotated with the marker's comments (where applicable) and the marks allocated for each part of the tasks.

Throughout the marking, please credit any valid alternative point.

Marker's comments:

Moderator's comments:

Mark:	Moderated mark:	Final mark:
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Penalties applied for academic malpractice:
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Important note on word counts:

Assignments which exceed the wordcount by more than 10% will be marked but markers must not read any words that exceed the 10% leeway, no marks will be awarded, and no feedback provided for any text beyond this prescribed limit.

Markers must indicate on the script and in the marking breakdown the point at which the limit is reached which is, by definition, where they have stopped marking.

Task 1 – 20 Marks - 700 words

Introduction to Marketing and Value

- Define and explain the core concepts of marketing.
- Examine what can be marketed and the value marketing creates.
- Analyse value from the perspectives of customers, producers and society.

Mark Scheme

0-5 Marks	6-7 Marks	8-11 Marks	12-13 Marks	14-20 Marks
<i>Very limited understanding, irrelevant or inaccurate content. Fails to define or explain marketing concepts.</i>	<i>Limited discussion of marketing concepts and value creation. Superficial explanation of what can be marketed, weak links to customers/producers/society.</i>	<i>Descriptive, with some evaluation of marketing concepts. Covers what can be marketed and value perspectives, but analysis is partial and lacks depth</i>	<i>Strong analysis with some critical depth of marketing concepts and value. Theory is mostly well applied, supported by some examples, but may have minor gaps.</i>	<i>Excellent critical analysis of marketing concepts, what can be marketed, and value creation. Comprehensive and well-supported by literature and real-world examples.</i>
Marker's Comments/Justifications:				

Task 2 – 20 Marks - 700 words

Market Planning and Decision-Making

- Examine the role of business and market planning in your chosen organisation.
- Distinguish between the key steps in strategic and market planning.
- Propose the steps of actioning a marketing plan.
- Analyse how a Marketing Information System (MIS) and Marketing Decision Support System (MDSS) support decision-making.

- Outline the key steps of a market research process relevant to your organisation.

Mark Scheme

0-5 Marks	6-7 Marks	8-11 Marks	12-13 Marks	14-20 Marks
<i>Very limited understanding of business/market planning and decision-making. Content irrelevant or inaccurate.</i>	<i>Limited coverage of planning processes, MIS/MDSS, or research. Discussion is superficial, lacks clear structure, weak theoretical application.</i>	<i>Descriptive account of planning, MIS/MDSS, and research. Some relevant theory and application, but evaluation is limited.</i>	<i>Strong analysis with some critical depth of planning processes, MIS/MDSS, and research stages. Clear application to chosen organisation with some supporting evidence.</i>	<i>Excellent critical analysis of market and business planning, MIS/MDSS, and research. Comprehensive, well-applied to chosen organisation, supported by literature and examples.</i>
Marker's Comments/Justifications:				

Task 3 – 15 Marks - 500 words

Consumer Behaviour and Targeting

- Analyse factors that impact consumer behaviour in the chosen market.
- Examine the consumer purchase decision-making process.
- Analyse internal and external influences on consumer decision-making.
- Evaluate the need for market segmentation, targeting, and positioning strategies.

Mark Scheme

0-3 Marks	4-5 Marks	6-8 Marks	9 Marks	10-15 Marks
<i>Very limited understanding, irrelevant or inaccurate content.</i>	<i>Limited coverage of consumer behaviour, decision-making and targeting. Discussion is superficial, weak theoretical basis.</i>	<i>Descriptive analysis of consumer behaviour and targeting. Some theory applied, but evaluation is limited and lacks depth.</i>	<i>Strong analysis of consumer behaviour, decision-making and STP. Clear application to chosen organisation with relevant examples.</i>	<i>Excellent critical analysis of consumer behaviour, decision-making and STP. Comprehensive, well-supported by literature and real-world evidence.</i>

Marker's Comments/Justifications:	
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Task 4 – 10 Marks - 350 words

Innovation Product Strategy and Branding

- Analyse the role of innovation and product development.
- Discuss product strategies and management through the product life cycle.
- Examine branding and packaging strategies that contribute to product identity.

Mark Scheme

0-2 Marks	3 Marks	4-5 Marks	6 Marks	7-10 Marks
<i>Very limited understanding, irrelevant or inaccurate content.</i>	<i>Limited coverage of innovation, product strategy or branding. Discussion is superficial, lacks supporting theory.</i>	<i>Descriptive analysis of innovation, product strategy and branding. Some theory applied, but evaluation is partial.</i>	<i>Strong analysis of innovation, product strategy and branding. Good use of theory, mostly well-applied to chosen organisation with examples.</i>	<i>Excellent critical analysis of innovation, product strategy and branding. Comprehensive, insightful, and well-supported by literature and examples.</i>
Marker's Comments/Justifications:				

Task 5 – 10 Marks - 150 words

Conclusion

- Summarise critical findings from tasks 1–4

Mark Scheme

0-2 Marks	3 Marks	4-5 Marks	6 Marks	7-10 Marks
<i>Absent or irrelevant conclusion</i>	<i>Weak or vague conclusion; minimal synthesis.</i>	<i>Adequate summary of findings, but descriptive and lacks synthesis.</i>	<i>Strong summary, synthesises key findings clearly, some critical reflection.</i>	<i>Excellent conclusion, well-structured, clearly integrates and synthesises findings across tasks.</i>
Marker's Comments/Justifications:				

Task 6 – 5 Marks - 100 words

Recommendations

- Provide practical marketing recommendations for the organisation's future strategy

Mark Scheme

[0 Marks]	[1 Marks]	[2 Marks]	[3 Marks]	[4-5 Marks]
<i>No recommendations provided.</i>	<i>Weak, generic recommendations, little connection to findings.</i>	<i>Adequate recommendations, but limited depth or weak justification.</i>	<i>Strong recommendations, practical and relevant, supported by some evidence.</i>	<i>Excellent recommendations, highly practical, relevant, well-justified, linked clearly to findings.</i>
Marker's Comments/Justifications:				

Task 7 – 10 Marks

Presentation, Structure and Referencing

You will be assessed on the following throughout your report:

- The use of an appropriate report format with clear heading and logical structure
- The report demonstrates clarity, professional and coherence in writing
- The use of the correct referencing style (Harvard) and cites relevant sources

Mark Scheme

0-2 Marks	3 Marks	4-5 Marks	6 Marks	7-10 Marks
No structure, little or no referencing.	Weak structure, poor writing, limited sources.	Adequate organisation, errors in referencing, limited research base.	Well-structured, mostly accurate referencing, strong but not comprehensive research.	Excellent structure, logical flow, clear academic style; wide range of quality sources; Harvard referencing accurate.
Marker's Comments/Justifications:				

Note to markers

Please take appropriate action for any malpractice (plagiarism, collusion, referencing issues etc.) discovered as per the *AQ_28-a01_Academic Misconduct Policy* document. Please also complete and submit the *Malpractice Declaration Form*.

Learning Outcomes matrix

Task	Learning outcomes assessed	Marker can differentiate between varying levels of achievement
1	LO1 AC 1.1-1.4	Yes
2	LO2 AC 2.1-2.5	Yes
3	LO3 AC 3.1-3.4	Yes
4	LO4 AC 4.1-4.5	Yes
5	LO1-4 AC 1.1-4.5	Yes
6	LO1-4 AC 1.1-4.5	Yes

Grade descriptors

Learning Outcome	Fail	Referral	Pass	Merit	Distinction
1. Demonstrate an understanding of marketing by explaining its core concepts	Little or no understanding of core marketing concepts; inaccurate, irrelevant, or purely descriptive; fails to explain what marketing is or how value is created.	Limited discussion of marketing concepts and value; weak explanation of what can be marketed; analysis superficial and mostly descriptive.	Adequate explanation of core concepts; describes what can be marketed and recognises customer, producer, and societal value; some relevant application of theory.	Good, balanced analysis; clear explanation of core concepts and marketing value; applies theory with relevant examples; demonstrates critical awareness in places.	Excellent, critical and insightful analysis of core marketing concepts and value creation; comprehensive coverage of what can be marketed; sophisticated use of theory with strong real-world application.
2. Demonstrate an understanding of business, strategic and market planning and marketing decision-making	Very limited or inaccurate understanding of planning processes and decision-making; fails to distinguish between strategic and marketing	Partial and descriptive coverage of planning, MIS/MDSS, or research processes; minimal evaluation; weak application to organisations.	Adequate analysis of planning levels, MIS/MDSS, and research; explains processes with some application; evaluation limited but relevant.	Good analysis of strategic and market planning steps, MIS/MDSS, and research; clear evaluation with theoretical grounding; applied to organisatio	Excellent, critical evaluation of planning and decision-making; sophisticated coverage of strategic/market planning, MIS/MDSS, and research; theory applied with originality

	planning; no evidence of research awareness.			n with relevant evidence.	and depth, strongly grounded in organisational practice.
3. Demonstrate an understanding of consumer behaviour influences and the need for target marketing processes	Very limited or inaccurate analysis of consumer behaviour or targeting; fails to address decision-making influences or segmentation.	Descriptive and partial coverage of consumer behaviour, decision-making, or STP; weak theoretical connections and minimal evaluation.	Adequate analysis of consumer behaviour, decision-making process, and STP; some relevant theory applied; evaluation limited in depth.	Good, balanced analysis of consumer behaviour and targeting; clear discussion of decision-making influences and segmentation; supported by theory and relevant examples.	Excellent, critical and insightful analysis of consumer behaviour and STP; comprehensive coverage of internal/external influences and decision-making; strong theoretical application and original insight.
4. Analyse the role of innovation and product development in marketing, demonstrating an understanding of product strategy, management, and branding in competitive markets	Little or no analysis of innovation, product strategy, or branding; weak or irrelevant discussion; inaccurate or purely descriptive.	Limited and descriptive coverage of innovation, product management, or branding; superficial treatment with weak application to markets.	Adequate analysis of innovation, product development, strategy, and branding; some application to markets; evaluation limited but relevant.	Good analysis of innovation, product strategy, and branding; clear evaluation of product life cycle and identity management; supported by theory and examples.	Excellent, critical and insightful evaluation of innovation, product strategy, and branding; comprehensive and sophisticated coverage of product development, PLC, and identity; theory applied with originality and strong evidence.