



Ofqual QAN	<i>Sample</i>
Quartz ID	<i>Sample</i>
Qualification	<b>Level 3 Diploma in Business</b>

Unit ID	<i>Sample</i>
Assessment	<b>Marketing Practices</b>
Assessment Type	<b>Global Assignment</b>
Date	<i>Sample</i>

## Marketing Report

### Assignment Marking Scheme

### **SAMPLE Assessment**

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:**

**Penalties applied for academic malpractice:**

**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	Guide	Maximum Marks
1	<p><b>Clearly introduces the chosen organisation, its industry, and target market (4 marks available):</b></p> <ul style="list-style-type: none"><li>• <b>0-1 marks: Limited introduction with unclear details</b></li><li>• <b>2-3 marks: Basic introduction with some relevant details</b></li><li>• <b>4 marks: Comprehensive introduction with clear and detailed information</b></li></ul> <p><b>Provides a concise overview of key marketing concepts to be discussed (3 marks available):</b></p> <ul style="list-style-type: none"><li>• <b>0-1 marks: Overview lacks clarity and relevance</b></li><li>• <b>2 marks: Overview is somewhat clear but lacks depth</b></li><li>• <b>3 marks: Clear and concise overview of key marketing concepts</b></li></ul> <p><b>Engaging and well-structured introduction with logical flow (3 marks available):</b></p> <ul style="list-style-type: none"><li>• <b>0-1 marks: Introduction is disorganised and lacks engagement</b></li><li>• <b>2 marks: Introduction is somewhat structured but may lack engagement</b></li><li>• <b>3 marks: Well-structured and engaging introduction with logical flow</b></li></ul>	10
2a	<p><b>Accurately defines and explains fundamental marketing principles, including STP and the marketing mix (8 marks available):</b></p> <ul style="list-style-type: none"><li>• <b>0-1 marks: Limited or inaccurate definitions and explanations</b></li><li>• <b>2-3 marks: Basic definitions and explanations with some accuracy</b></li><li>• <b>4-5 marks: Accurate definitions and explanations</b></li><li>• <b>6-8 marks: Comprehensive and accurate definitions and explanations</b></li></ul> <p><b>Effectively applies these principles to the chosen organisation (7 marks available):</b></p> <ul style="list-style-type: none"><li>• <b>0-1 marks: Limited application with unclear relevance</b></li><li>• <b>2-3 marks: Basic application with some relevance</b></li><li>• <b>4-5 marks: Relevant application to chosen organisation</b></li><li>• <b>6-7 marks: Effective and relevant application to the chosen organisation</b></li></ul>	20

Task	Guide	Maximum Marks
	<p><b><i>Uses relevant examples and demonstrates depth of analysis (5 marks available):</i></b></p> <ul style="list-style-type: none"> <li><b><i>0-1 marks: Limited examples and shallow analysis</i></b></li> <li><b><i>2-3 marks: Some relevant examples with basic analysis</i></b></li> <li><b><i>4-5 marks: Relevant examples with in-depth analysis</i></b></li> </ul>	
2b	<p><b><i>Identifies and explains key factors influencing consumer behaviour (psychological, social, cultural, personal) (5 marks available):</i></b></p> <ul style="list-style-type: none"> <li><b><i>0-1 marks: Limited identification and explanation of factors</i></b></li> <li><b><i>2-3 marks: Basic identification and explanation of some factors</i></b></li> <li><b><i>4-5 marks: Comprehensive identification and explanation of key factors</i></b></li> </ul> <p><b><i>Analyses how these factors impact customer decision-making and marketing strategies (5 marks available):</i></b></p> <ul style="list-style-type: none"> <li><b><i>0-1 marks: Limited analysis with unclear impact on decision-making and strategies</i></b></li> <li><b><i>2-3 marks: Basic analysis with some understanding of impact</i></b></li> <li><b><i>4-5 marks: In-depth analysis with clear understanding of impact on decision-making and strategies</i></b></li> </ul> <p><b><i>Incorporates relevant consumer behaviour theories effectively (5 marks available):</i></b></p> <ul style="list-style-type: none"> <li><b><i>0-1 marks: Limited incorporation of theories</i></b></li> <li><b><i>2-3 marks: Basic incorporation of some relevant theories</i></b></li> <li><b><i>4-5 marks: Effective incorporation of relevant consumer behaviour theories</i></b></li> </ul>	15
2c	<p><b><i>Identifies key marketing performance indicators (5 marks available):</i></b></p> <ul style="list-style-type: none"> <li><b><i>0-1 marks: Limited identification of performance indicators</i></b></li> <li><b><i>2-3 marks: Basic identification of some key performance indicators</i></b></li> <li><b><i>4-5 marks: Comprehensive identification of key performance indicators</i></b></li> </ul> <p><b><i>Explains the relevance and application of these metrics (5 marks available):</i></b></p> <ul style="list-style-type: none"> <li><b><i>0-1 marks: Limited explanation of relevance and application</i></b></li> <li><b><i>2-3 marks: Basic explanation with some relevance and application</i></b></li> <li><b><i>4-5 marks: Clear and detailed explanation of relevance and application</i></b></li> </ul>	15

Task	Guide	Maximum Marks
	<p><b>Evaluates the organisation's current marketing performance or proposed strategy using metrics (5 marks available):</b></p> <ul style="list-style-type: none"> <li>• 0-1 marks: Limited evaluation with unclear use of metrics</li> <li>• 2-3 marks: Basic evaluation with some use of metrics</li> <li>• 4-5 marks: In-depth evaluation with effective use of metrics</li> </ul>	
3	<p><b>Summarises key findings and insights effectively (4 marks available):</b></p> <ul style="list-style-type: none"> <li>• 0-1 marks: Limited summary with unclear insights</li> <li>• 2 marks: Basic summary with some key findings and insights</li> <li>• 3-4 marks: Effective summary with clear key findings and insights</li> </ul> <p><b>Highlights the role of consumer insights and marketing principles in business success (3 marks available):</b></p> <ul style="list-style-type: none"> <li>• 0-1 marks: Limited highlighting of the role</li> <li>• 2 marks: Basic highlighting with some relevance</li> <li>• 3 marks: Clear highlighting of the role with strong relevance</li> </ul> <p><b>Provides reflective and well-rounded final thoughts (3 marks available):</b></p> <ul style="list-style-type: none"> <li>• 0-1 marks: Limited reflection and final thoughts</li> <li>• 2 marks: Basic reflection with some final thoughts</li> <li>• 3 marks: Reflective and well-rounded final thoughts</li> </ul>	10
4	<p><b>Develops a clear and well-structured marketing strategy addressing the 4Ps (8 marks available):</b></p> <ul style="list-style-type: none"> <li>• 0-2 marks: Limited or unclear strategy with poor structure</li> <li>• 3-5 marks: Basic strategy with some structure and clarity</li> <li>• 6-8 marks: Clear and well-structured strategy addressing all 4Ps</li> </ul> <p><b>Ensures strategy aligns with the target market's needs and preferences (7 marks available):</b></p> <ul style="list-style-type: none"> <li>• 0-2 marks: Limited alignment with target market's needs and preferences</li> <li>• 3-4 marks: Basic alignment with some consideration target market</li> <li>• 5-7 marks: Strong alignment with clear consideration of target market's needs and preferences</li> </ul> <p><b>Demonstrates creativity and feasibility in recommendations (5 marks available):</b></p> <ul style="list-style-type: none"> <li>• 0-1 marks: Limited creativity and feasibility</li> <li>• 2-3 marks: Basic creativity with some feasible recommendations</li> </ul>	20

Task	Guide	Maximum Marks
	<ul style="list-style-type: none"> <li><b>4-5 marks: High creativity with feasible and practical recommendations</b></li> </ul>	
5	<p><b>Uses appropriate report format with clear headings and logical structure (4 marks available):</b></p> <ul style="list-style-type: none"> <li><b>0-1 marks: Report format is inappropriate or lacks clear headings and structure</b></li> <li><b>2-3 marks: Basic report format with some clear headings and logical structure</b></li> <li><b>4 marks: Appropriate report format with clear headings and logical structure</b></li> </ul> <p><b>Demonstrates clarity, professionalism, and coherence in writing (3 marks available):</b></p> <ul style="list-style-type: none"> <li><b>0-1 marks: Writing lacks clarity, professionalism, and coherence</b></li> <li><b>2 marks: Writing is somewhat clear and professional but may lack coherence</b></li> <li><b>3 marks: Writing is clear, professional, and coherent</b></li> </ul> <p><b>Uses correct referencing style (Harvard/APA) and cites relevant sources (3 marks available):</b></p> <ul style="list-style-type: none"> <li><b>0-1 marks: Referencing style is incorrect and sources are not cited</b></li> <li><b>2 marks: Basic use of referencing style with some relevant sources cited</b></li> <li><b>3 marks: Correct referencing style with relevant sources cited</b></li> </ul>	<hr/> <b>10</b>

<b>Marker's comments/justifications</b>	
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## Learning Outcomes matrix

<b>Task</b>	<b>Learning Outcome(s) / Assessment Criteria assessed</b>	<b>Marker can differentiate between varying levels of achievement</b>
1 Introduction	1.3	Yes
2 Findings	1.1,1.2,1.3,2.1,2.2.2.3.2.4, 4.1.4.2,4.3	Yes
3 Conclusion	1.3	Yes
4 Recommendations	3.1,3.2,3.3	Yes
5 Presentation	1.3	Yes

## Grade descriptors

<b>Learning Outcome</b>	<b>Pass</b>	<b>Merit</b>	<b>Distinction</b>
Determine core marketing concepts and apply these concepts in practical scenarios.	Demonstrates basic knowledge of marketing concepts with limited or general application to practical scenarios.	Demonstrates a good comprehension of marketing concepts with relevant applications and examples.	Demonstrates an excellent understanding of core marketing concepts with strong, well-supported applications in practical scenarios.
Analyse consumer behaviour and evaluate its impact on marketing decisions.	Identifies key consumer behaviour elements but provides a basic or underdeveloped evaluation of their impact.	Demonstrates a solid analysis with relevant evaluations, though with some minor gaps in depth	Provides a comprehensive analysis of consumer behaviour with well-supported evaluations of its impact on marketing decisions.
Develop a basic marketing strategy, addressing product, price, place, and promotion in line with target market requirements.	Provides a marketing strategy with limited coherence or weak connection to target market needs.	Presents a well-structured marketing strategy that aligns with target market requirements but may lack some depth.	Develops a highly effective marketing strategy with excellent alignment to target market needs and innovative recommendations.
Evaluate marketing metrics and effectiveness in meeting organisational objectives	Identifies basic marketing metrics but offers minimal evaluation of their effectiveness.	Provides a good evaluation of marketing metrics with reasonable discussions on effectiveness.	Conducts an insightful evaluation of marketing metrics with strong discussions on effectiveness in achieving organisational goals.