



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

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

Marketing Report

Sample Assessment

Important notes

- Please refer to the Assignment Presentation Requirements for advice on how to set out your assignment. These can be found on the NCC Education *Campus*. Click on Policies and Advice in the left-hand menu and look under the Advice section.
- You must read the NCC Education documents 'What is Academic Misconduct? Guidance for Candidates' and 'Avoiding Plagiarism and Collusion: Guidance for Candidates' and ensure that you acknowledge all the sources that you use in your work. These documents are available on *Campus*. Click on Policies and Advice in the left-hand menu and look under the Policies section.
- You **must** complete the '**Statement and Confirmation of Own Work**'. The form is available on *Campus*. Click on Policies and Advice in the left-hand menu and look under the Policies section.
- **Please make a note of the recommended word count as stated in the brief. The maximum word count limit is the recommended work count plus 10% leeway. Submissions which exceed the maximum word count limit will be marked only up to the maximum word count limit. Any text that exceeds the maximum word count limit will not be marked. You must follow the note on word count as stated in the Submission Requirements section of the brief.**
- You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

Introduction

You are required to write a 1500-word marketing report that applies core marketing concepts to a real-world business scenario. Your report should demonstrate a thorough understanding of marketing principles and consumer behaviour, and it should propose a basic marketing strategy aligned with business objectives.

Scenario

Choose an existing organisation from an industry of your choice. The company should be a well-known brand or smaller business operating in a competitive market. Your task is to analyse how the organisation applies marketing principles to meet customer needs and business goals. You will also develop a basic marketing strategy that aligns with its target market and evaluate key marketing metrics used to measure success.

Task 1 – 10 Marks

Introduction (100-150 words)

Provide an overview of the chosen organisation, its industry, and its target market. Briefly outline key marketing concepts that will be discussed

Task 2 – 50 Marks

Findings:

a) Core Marketing Concepts (200-300 words)

Define and explain fundamental marketing principles, including Segmentation, targeting and positioning (STP), and the marketing mix (4P's: Product, Price, Place Promotion).

Explain how the chosen organisation applies these principles to attract and retain customers.

(20 marks)

b) Consumer Behaviour Analysis (200-300 words)

Identify key factors influencing consumer behaviour in the organisation's target market (psychological, social, cultural, and personal factors).

Analyse how these factors impact customer decision-making and the organisation's marketing strategies.

Evaluate relevant consumer behaviour theories, such as Maslow's Hierarchy of Needs or the Buyer Decision Process.

(15 marks)

c) Marketing Metrics and Evaluation (200-300 words)

Identify key marketing performance indicators (KPIs) such as customer acquisition cost, conversion rate, customer lifetime value, and return on investment (ROI).

Explain how these metrics are used to assess the effectiveness of marketing activities.

Apply relevant metrics to evaluate the organisation's current marketing performance or your proposed strategy

(15 marks)

Task 3 – 10 Marks

Conclusion (100-150 words)

Summarise key findings from your analysis.

Highlight how consumer insights and marketing principles contribute to business success.

Provide final reflections on the effectiveness of marketing strategies.

Task 4 – 20 Marks

Recommendation:

Marketing Strategy Proposal (200-300 words)

Develop a basic marketing strategy for the organisation, addressing the 4Ps (product, price, place, promotion).

Ensure the strategy aligns with the target market's preferences, needs, and behaviours.

Task 5 – 10 Marks

Presentation, Structure and Referencing

Uses appropriate report format with clear headings and logical structure (4 Marks)

Demonstrates clarity, professionalism, and coherence in writing (3 Marks)

Uses correct referencing style (Harvard/APA) and cites relevant sources (3 Marks)

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Submission requirements

- You must submit a word-processed document.
- You should answer Tasks 1 to 5. The word count for your assessment is ONE THOUSAND AND FIFTY (1500) words.
- **Your work should be presented in the format of a professional marketing report. Use headings, subheadings, and bullet points where appropriate.**
- All references and citations must use the Harvard Style.

Word Count

The word count for this assignment is **1500 words**. Pay careful attention to the mark allocation for each task so you don't spend too much time on any ONE (1) section.

You **MUST** state the word count in the header of your assignment and declare the number of words on your assignment cover sheet. You **MUST** confirm that you have not exceeded the stipulated word limit by more than 10%.

Any words written beyond the stipulated limit will not be read by the examiners; no marks will be awarded, and no feedback provided for any text beyond the prescribed limit.

In accordance with accepted academic practice, the notion of a word count includes the following without exception:

- All titles or headings that form part of the actual text. This does not include the fly (or cover) page or reference list
- All words that form the actual essay
- All words forming the titles for figures, tables, and boxes. However, this does not include the text within boxes, tables, or figures themselves
- All in-text (bracketed) references
- All directly quoted material

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

Have you read the NCC Education documents 'What is Academic Misconduct? Guidance for Candidates' and 'Avoiding Plagiarism and Collusion: Guidance for Candidates' and ensured that you have acknowledged all the sources that you have used in your work? ☐

Have you completed the 'Statement and Confirmation of Own Work' form and attached it to your assignment? **You must do this.** ☐

Have you ensured that your work has not gone over or under the recommended word count by more than 10%? ☐