**MARK SHEET –Managing marketing activities**

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| **Centre Number :** | |  | | **Centre Name :** | | |  | | | | | |
| **Learner Registration No :** | |  | | **Learner Name:** | | |  | | | | | |
| **INSTRUCTIONS FOR ASSESSMENT AND USE OF MARK SHEET**  Assessment must be conducted with reference to the assessment criteria (AC). In order to pass the unit, every AC must be met.  Assessors will normally award marks for every AC and then total them into a percentage. However, for greater simplicity, there is the option to not use marks at all and merely indicate with a ‘Pass’ or ‘Referral’ in the box (below right). In order to pass the unit every AC must receive a ‘Pass’  **Where marks are awarded according to the degree to which the learner’s evidence in the submission meets each AC, every AC must be met, i.e. receive at least half marks (e.g. min 10/20). Any AC awarded less than the minimum produces an automatic referral for the submission (regardless of the overall mark achieved).**  Sufficiency descriptors are provided as guidance. If 20 marks are available for an AC and the evidence in the submission approximates to the ‘pass’ descriptor, that indicates it should attract 10 marks out of 20, if a ‘good pass’ then ca. 15 out of 20. The descriptors are not comprehensive, and cannot be, as there are many ways in which a submission can exceed or fall short of the requirements. | | | | | | | | 1. **Learner named above confirms authenticity of submission.** 2. **ILM uses learners’ submissions – on an anonymous basis – for assessment standardisation.  By submitting, I agree that ILM may use this script on condition that all information which may identify me is removed.**   **However, if you are unwilling to allow ILM use your script, please refuse by ticking the box: □** | | | | |
| **Learning Outcome / Section 1:** Understand the concepts involved in managing marketing | | | | | | | | | | | | |
| **Assessment Criteria (AC)** | **Sufficiency Descriptors**  *[Typical standard that , if replicated across the whole submission, would produce a referral, borderline pass or good pass result]* | | | | | | | | | **Assessor feedback on AC**  *[comments not necessary in every box]* | | |
| AC 1.1  Explain the differences between product and service marketing | **Referral [ca. 2/*8*]** | | **Pass [*4/8*]** | | | **Good Pass [ca. 6/*8*]** | | | |  | | |
| * The differences between product and service marketing are not addressed or are incorrect * Differences are merely listed with no accounts of the different practices, or reasons for the different practices, of product and service marketing that explain the differences between product and service marketing | | * Accounts are provided of the different practices, or reasons for the different practices, of product and service marketing that explain the differences between product and service marketing, although accounts may sometimes be vague and require further development | | | * Comprehensive accounts are provided of the different practices, or reasons for the different practices, of product and service marketing that fully explain the differences between product and service marketing | | | |
| / 8  (min. of 4) | | Pass or Referral |
| AC 1.2  Explain how the marketing mix is used to summarise the main factors involved in a marketing strategy | **Referral [ca.3/12]** | | **Pass [6/12]** | | | **Good Pass [ca. 9/12]** | | | |  | | |
| * The marketing mix is not addressed, or is incorrect, or is incomplete * How the marketing mix is used is merely listed with no accounts of the practices associated with the marketing mix that explain its use in summarising the main factors involved in a marketing strategy, or the explanation is incorrect or incomplete | | * Accounts of the practices associated with the marketing mix are provided that explain how the marketing mix is used in summarising the main factors involved in a marketing strategy, although the contributions of the elements of the marketing mix or their interdependencies may not always be accurately reflected | | | * Comprehensive accounts of the practices associated with the marketing mix are provided that accurately reflect the contributions and interdependencies of all the elements of the marketing mix and fully explain how the marketing mix is used in summarising the main factors involved in a marketing strategy | | | |
| / 12  (min. of 6) | | Pass or Referral |
| AC 1.3  Evaluate a range of marketing strategies | **Referral [ca.5/20]** | | **Pass [10/20]** | | | **Good Pass [ca. 15/20]** | | | |  | | |
| * Marketing strategies are not addressed, or marketing strategies are merely listed or described with no evaluation to provide a conclusion or recommendations, or the evaluation is incorrect | | * A range of marketing strategies are evaluated to provide a conclusion or recommendations, although the range may be limited to one type or category of strategy | | | * A wide range of marketing strategies from different types or categories of strategy are evaluated to provide a conclusion or recommendations | | | |
| / 20  (min. of 10) | | Pass or Referral |
| **Assessment comments** (optional): | | | | | **Verification comments** (optional): | | | | | | | |
| **Learning Outcome / Section 2:** Be able to review the effectiveness of marketing in an organisation | | | | | | | | | | | | |
| **Assessment Criteria (AC)** | **Sufficiency Descriptors**  *[Typical standard that , if replicated across the whole submission, would produce a referral, borderline pass or good pass result]* | | | | | | | | | **Assessor feedback on AC**  *[comments not necessary in every box]* | | |
| AC 2.1  Review the effectiveness of an organisation in identifying and segmenting consumer markets | **Referral [ca.5/20]** | | **Pass [10/20]** | | | **Good Pass [ca. 15/20]** | | | |  | | |
| * The effectiveness of an organisation in identifying and segmenting consumer markets is not addressed, or is addressed incorrectly or inappropriately, or how the organisation identifies and segments consumer markets is listed or described with no review using evidence and relevant theory to make a judgement and recommendations | | * The effectiveness of an organisation in identifying and segmenting consumer markets is reviewed using a combination of evidence and relevant theory to make a judgement and recommendations, although the evidence may sometimes lack detail or be subjective or application of the theory may be limited | | | * Comprehensive objective evidence is combined with rigorous application of a relevant theory to review and make a judgement and recommendations on the effectiveness of an organisation in identifying and segmenting consumer markets | | | |
| / 20  (min. of 10) | | Pass or Referral |
| AC 2.2  Review the effectiveness of the marketing mix for a product or service in an organisation | **Referral [ca.5/20]** | | **Pass [10/20]** | | | **Good Pass [ca. 15/20]** | | | |  | | |
| * The effectiveness of the marketing mix for a product or service in an organisation is not addressed, or is addressed incorrectly or inappropriately, or the effectiveness of the marketing mix for a product or service in an organisation is described with no review using evidence and relevant theory to make a judgement and recommendations | | * The effectiveness of the marketing mix for a product or service in an organisation is reviewed using evidence and relevant theory to make a judgement and recommendations, although the evidence may sometimes lack detail or be subjective or application of the theory may be limited | | | * Comprehensive objective evidence is combined with rigorous application of a relevant theory to review and make a judgement and recommendations on the marketing mix for a product or service in an organisation | | | |
| / 20  (min. of 10) | | Pass or Referral |
| AC 2.3  Make recommendations for improving the management of marketing in an organisation | **Referral [ca.5/20]** | | **Pass [10/20]** | | | **Good Pass [ca. 15/20]** | | | |  | | |
| * No recommendations are made for improving the management of marketing in an organisation, or the recommendations are incorrect or inappropriate, or recommendations are not based on any evaluation of the organisation’s marketing activities | | * Recommendations for improving the management of marketing in an organisation are based on evaluations of the organisation’s marketing activities, although the recommendations may not take full account of the evaluations or may not always be fully consistent with the evaluations | | | * Recommendations for improving the management of marketing in an organisation take full account of evaluations of the organisation’s marketing activities and are consistent with those evaluations | | | |
| / 20  (min. of 10) | | Pass or Referral |
| **Assessment comments** (optional): | | | | | **Verification comments** (optional): | | | | | | | |
|  | | | | | | | | | **/ 100** | | **TOTAL MARKS** | |

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| **Assessor’s Decision** | | **Quality Assurance Use** | |
| **Outcome** (*delete as applicable*): **PASS / REFERRAL** | **Signature of Assessor:**  **Date of QA Check:** | **Outcome** (*delete as applicable*): **PASS / REFERRAL** | **Signature of QA:**  **Date of QA check:** |