**MARK SHEET – Understanding marketing for managers**

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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 basic marketing concepts |
| **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** |
| AC 1.1Explain the marketing concept and its relevance for the organisation | **Referral [ca. 5/20]** | **Pass [10/20]** | **Good Pass [ca. 15/20]** |  |
| * The marketing concept and its relevance for the organisation are merely stated, as opposed to explained or, if explained, or is incorrect or minimal
* The marketing concept is explained but its relevance for the organisation is not explained
 | * The marketing concept is explained along with its relevance for the organisation although the explanation may be limited
 | * A thorough and detailed explanation of the marketing concept and its relevance for the organisation is given which may include examples to enhance the explanation
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| / 20(min. of 10) | Pass or Referral |
| AC 1.2Describe the elements of the marketing mix and give an example of how each is used within the context of the organisation  | **Referral [ca. 5/20]** | **Pass [10/20]** | **Good Pass [ca. 15/20]** | **Assessor feedback on AC** |
| * The elements of the marketing mix are not described or are incorrect or only stated as opposed to described
* Individual examples are not given for each element of the marketing mix to show how each is used within the context of the organisation
 | * All the elements of the marketing mix are correctly described, although the description may be limited, **and**
* An appropriate example of how each element is used within the context of the organisation is given
 | * All the elements of the marketing mix are thoroughly described in detail **and**
* Detailed Appropriate examples of how each element is used within the context of the organisation are given
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| / 20(min. of 10) | Pass or Referral |
| AC 1.3Identify the key elements of an organisation’s marketing strategy  | **Referral [ca. 5/20]** | **Pass [10/20]** | **Good Pass [ca. 15/20]** | **Assessor feedback on AC** |
| * The key elements of an organisation’s marketing strategy are not identified or are incorrect or minimal
* The elements identified are not recognised as being those of an organisation’s marketing strategy
 | * The key elements of an organisations marketing strategy are identified although some elements may be briefly stated
 | * The key elements of an organisations marketing strategy are identified in detail
 |  |
| / 20(min. of 10) | Pass or Referral |
| **Section comments** (optional): | **Verification comments** (optional): |
| **Learning Outcome / Section 2:** Understand the marketing context |
| **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** |
| AC 2.1Conduct a simple organisational SWOT analysis in the marketing context | **Referral [ca. 10/40]** | **Pass [20/40]** | **Good Pass [ca. 30/40]** |  |
| * A simple organisational SWOT analysis in the marketing context is not found or, if conducted, is incorrect, minimal or not in the marketing context
 | * Evidence is presented that a simple organisational SWOT analysis in the marketing context has been conducted although the SWOT may be limited and/or some aspects of the SWOT may be subjective
 | * An organisational SWOT analysis in the marketing context has been thoroughly conducted in detail with the information being gathered from a range of objective or reliable sources
 |
| / 40(min. of 20) | Pass or Referral |
| **Section comments** (optional): | **Verification comments** (optional): |
|  | **/ 100****TOTAL MARKS** |
| **Assessor’s Decision** | **Quality Assurance Use** |
| **Outcome** (*delete as applicable*): **PASS / REFERRAL** | **Signature of Assessor:****Date:** | **Outcome** (*delete as applicable*): **PASS / REFERRAL** | **Signature of QA:****Date of QA check:** |