**MARK SHEET –Understanding the importance of marketing for an organisation**

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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 market within which an organisation operates | | | | | | | | | | | | |
| **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  Review the market within which own organisation operates, focussing on market size, the organisation’s share of that market and its competitor profile | **Referral [*8/32*]** | | **Pass [*16/32*]** | | | **Good Pass [*24/32*]** | | | |  | | |
| * The market within which own organisation operates has not been reviewed, or the market size ***or*** the organisation’s share of that market ***or*** the organisation’s own competitive profile has not been addressed in the review, or the review is incorrect or inappropriate * The market, market size, share of the market and own competitor profile have been merely listed or described with no review to make a judgement based upon a combination of evidence ***and*** an appropriate theoretical marketing model | | * The market within which own organisation operates ***and*** the market size ***and*** the organisation’s share of that market ***and*** the organisation’s own competitive profile has been correctly reviewed to make a judgement based upon a combination of evidence ***and*** an appropriate theoretical marketing model, although the evidence base for the review is limited | | | * The market within which own organisation operates ***and*** the market size ***and*** the organisation’s share of that market ***and*** the organisation’s own competitive profile has been correctly reviewed to make a judgement based upon a combination of extensive evidence ***and*** an appropriate theoretical marketing model | | | |
| / 32  (min. of 16) | | Pass or Referral |
| AC 1.2  Explain the role of the marketing function and activities within own organisation | **Referral [*5/20*]** | | **Pass [*10/20*]** | | | **Good Pass [*15/20*]** | | | |  | | |
| * The role of the marketing function and activities within own organisation has not been explained, or the explanation is incorrect, or the role and activities have merely been listed with no account provided to explain how they work | | * Accounts have been provided to explain how the role of the marketing function and activities works within own organisation, although the evidence does not take into account the full range of marketing activities | | | * Accounts have been provided to explain how the role of the marketing function and activities works within own organisation that take into account the full range of marketing activities | | | |
| / 20  (min. of 10) | | Pass or Referral |
| **Section comments** (optional): | | | | | **Verification comments** (optional): | | | | | | | |
| **Learning Outcome / Section 2:** Understand the effectiveness of marketing within own 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  Evaluate the effectiveness of a marketing campaign within own organisation | **Referral [*8/32*]** | | **Pass [*16/32*]** | | | **Good Pass [*24/32*]** | | | |  | | |
| * The effectiveness of a marketing campaign has not been evaluated, or the evaluation is incorrect or inappropriate, or a marketing campaign has been merely described with no evaluation to provide a conclusion or recommendations | | * The effectiveness of a marketing campaign has been correctly and appropriately evaluated to provide a conclusion or recommendations, although the evidence base for the evaluation is limited | | | * The effectiveness of a marketing campaign has been correctly and appropriately evaluated using a wide evidence base that addresses all aspects of the marketing campaign to provide a conclusion or recommendations | | | |
| / 32  (min. of 16) | | Pass or Referral |
| AC 2.2  Make recommendations to improve the effectiveness of a marketing campaign within own organisation | **Referral [*4/16*]** | | **Pass [*8/16*]** | | | **Good Pass [*12/16*]** | | | |  | | |
| * Recommendations are incorrect or inappropriate, or are not based on an evaluation | | * Recommendations are based on a correct and appropriate evaluation, although limited metrics are provided to show how the recommendations will improve the effectiveness of a marketing campaign within own organisation | | | * Recommendations are based on a correct and appropriate evaluation and detailed metrics are provided to show the recommendations will improve the effectiveness of a marketing campaign within own organisation | | | |
| / 16  (min. of 8) | | Pass or Referral |
| **Section 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:** |