[Named Provider]

Programme Module for

Marketing Practice

leading to

Level 5 FETAC

Marketing Practice 5N1400

Introduction
This programme module may be delivered as a standalone module leading to certification as a FETAC minor award. It may also be delivered as part of an overall validated programme leading to a Level 5 FETAC Certificate.

The teacher/tutor should familiarise themselves with the information contained in [Named Provider]'s programme descriptor for the relevant validated programme prior to delivering this programme module.

The programme module is structured as follows:

1. Title of Programme Module
2. FETAC Component Title and Code
3. Duration in hours
4. Credit Value of FETAC Component
5. Status
6. Special Requirements
7. Aim of the Programme Module
8. Objectives of the Programme Module
9. Learning Outcomes
10. Indicative Content
11. Assessment a. Assessment Technique(s) b. Mapping of Learning Outcomes to Assessment Technique(s) c. Guidelines for Assessment Activities
12. Grading
13. Learner Marking Sheet(s), including Assessment Criteria

Integrated Delivery and Assessment
The teacher/ tutor is encouraged to integrate the delivery of content where an overlap between the content of this programme module and one or more other programme modules is identified. This programme module will facilitate the learner in developing the academic and vocational language, literacy and numeracy skills relevant to the themes and content of the module.

Likewise the teacher / tutor is encouraged to integrate assessment where there is an opportunity to facilitate a learner in producing one piece of assessment evidence which demonstrates the learning outcomes from more than one programme module. The integration of the delivery and assessment of Level 5 Communications and Level 5 Mathematics modules with that of other Level 5 modules is specifically encouraged, as appropriate.

Indicative Content

The indicative content in Section 10 does not cover all teaching possibilities. The teacher or tutor is encouraged to be creative in devising and implementing other approaches, as appropriate. The use of examples is there to provide suggestions. The teacher or tutor is free to use other examples, as appropriate. The indicative content ensures all learning outcomes are addressed but it may not follow the same sequence as that in which the learning outcomes are listed in Section 9. It is the teacher's/tutor's responsibility to ensure that all learning outcomes are included in the delivery of this programme module.

1. Title of Programme Module (s)
Marketing Practice

2. Component Name and Code
Marketing Practice 5N1400

3. Duration in Hours
150 Hours (typical learner effort, to include both directed and self directed learning)

4. Credit Value
15 Credits

5. Status
This programme module may be compulsory or optional within the context of the validated programme. Please refer to the relevant programme descriptor, Section 9 Programme Structure

6. Special Requirements
There are no specific validation requirements to be implemented. However it is important that each Learner participating on the programme has access appropriate ICT resources.

7. Aim of the Programme Module
The aim of this award is to equip the learner with the knowledge, skills and competence to operate effectively in a range of marketing related contexts using the principles and concepts underpinning marketing practice.

8. Objectives of the Programme Module

- To facilitate the learner to understand the principles and practice of marketing
- To facilitate the learner to understand the functions of a marketing department
- To facilitate the learner to understand the role of marketing in everyday life
- To facilitate the learner to understand the role of marketing in organisations
- To facilitate the learner to acquire the knowledge to work effectively as a marketing assistant
- To facilitate the learner in developing a marketing plan for a specific product or service
- To facilitate the learner in understanding the role of Market Research and research methods.
- To enable the learner to take responsibility for his/her own learning
- To assist the learner in developing the academic and vocational language, literacy and numeracy skills related to Marketing Practice through the medium of the indicative content

9. Learning Outcomes of Level 5 Marketing Practice 5N1400

Learners will be able to:

1. Explore the role of marketing in a range of organisations.
2. Differentiate between Business to Business and Business and Consumer markets.
3. Examine the elements of the Marketing Mix, to include Product, Price, Promotion and Place.
4. Explore the stages in the buying and purchasing decision making process for organisations and consumers to include the characteristics and factors affecting buying behaviour.
5. Analyse the role of Market Research, differentiating between primary and secondary research and quantitative and qualitative research methods.
6. Examine the life cycle of a range of products to include the role of new product development, design, packaging and branding on the marketplace.
7. Analyse elements of price setting to include a range of pricing techniques and strategies, competitor pricing and organisational and market conditions in Fast Moving Consumer Goods (FMCG), durables and service sectors.
8. Explore elements of the promotional mix to include, budget, appropriate mix for different products and services and the effectiveness of different promotional strategies.
9. Examine the role of distribution in the marketing mix to include the types of distribution channels and the selection of appropriate distribution channels for a range of products and services.
10. Carry out market research applying appropriate techniques and research methodologies.
11. Analyse market research results, drawing appropriate recommendations.
12. Apply the concept of product life cycle, tracing the life cycle for a range of products.
13. Apply an appropriate element of the promotional mix to develop promotional plan for a product or service.
14. Conduct a SWOT (Strengths, Weakness, Opportunities and Threats) analysis.
15. Evaluate the effectiveness of marketing strategies for a range of products and or services, including the influence of branding, the pricing strategy, the elements of the promotional mix and the influence of the distribution channel on supplier and end user.
16. Develop a marketing plan for a specific product and or service.

10. Indicative Content

This section provides suggestions for programme content but is not intended to be prescriptive. The programme module can be delivered through classroom based learning activities, group discussions, one-to-one tutorials, field trips, case studies, role play and other suitable activities, as appropriate.

1. Explore the role of marketing in a range of organisations

Facilitate the learner to explore the following:

- The importance of marketing in organisations
- How marketing has evolved in recent years in organisations
- The functions of a marketing department
- Micro and macro environment analysis and how it influences marketing decisions.

2. Differentiate between Business to Business and Business and Consumer markets

Facilitate the learner to explore the following:

- The terms business to business, business and consumer markets
- How e-commerce has effected how organizations market their products and services

3. Examine the elements of the Marketing Mix, to include Product, Price, Promotion and Place

Facilitate the learner to explore the following:

- The term 'Marketing Mix'
- Each element of the marketing mix individually e.g. product, price, promotion, place
- The marketing mix of a chosen product or service
- The elements of the extended marketing mix as applicable to service marketing.

4. Explore the stages in the buying and purchasing decision making process for organisations and consumers to include the characteristics and factors affecting buying behaviour
Facilitate the learner to explore the following: • The stages involved in individual consumer buying/purchasing decisions • The stages involved in the buying/purchasing process for organisations • The characteristics affecting consumer buying behaviour e.g. culture, social, personal, psychological • The factors affecting organizational buying/purchasing behaviour
5. Analyse the role of Market Research, differentiating between primary and secondary research and quantitative and qualitative research methods
Facilitate the learner to explore the following: • The reasons for conducting Market research • The various research methods e.g. quantitative, qualitative, primary, secondary data etc.
6. Examine the life cycle of a range of products to include the role of new product development, design, packaging and branding on the marketplace
Facilitate the learner to explore the following: • The stages in the product life cycle • Explain the purpose of developing a product range • The influence of product design and packaging • The role of branding • The development life cycle of a chosen product from gestation through to the market place

7. Analyse elements of price setting to include a range of pricing techniques and strategies, competitor pricing and organisational and market conditions in Fast Moving Consumer Goods (FMCG), durables and service sectors
Facilitate the learner to explore the following: • The factors to consider when setting a price • The various types of pricing e.g. cost based, value based, competition based and segmented pricing • Pricing strategies for competitive products
8. Explore elements of the promotional mix to include, budget, appropriate mix for different products and services and the effectiveness of different promotional strategies
Facilitate the learner to explore the following: • The elements of the promotional mix e.g. advertising, direct marketing, public relations, sales promotions, personal selling, corporate image • The elements of a promotional budget e.g. percentage of sales, funds available, matching the competition • The effectiveness of different elements of the promotional mix • How to apply an appropriate element of the promotional mix to a product or service • The uses of digital marketing, social media etc. in promoting a product or service
9. Examine the role of distribution in the marketing mix to include the types of distribution channels and the selection of appropriate distribution channels for a range of products and services
Facilitate the learner to explore the following: • The functions of a distribution channel • The different types of distribution channels • To identify an appropriate distribution channel for a product or service • To explore the influence of the distribution channel on the supplier and the end user • To explore the effect of the Internet as a distribution channel

10. Carry out market research applying appropriate techniques and research methodologies
Facilitate the learner to explore the following: • How to identify a product or service and carry out a marketing survey on a product or service using appropriate market research techniques and methodologies
11. Analyse market research results, drawing appropriate recommendations
Facilitate the learner to explore the following: • How to analyse market research results and devise a report on their findings outlining appropriate recommendations
12. Apply the concept of product life cycle, tracing the life cycle for a range of products
Facilitate the learner to explore the following: • To explore a number of products and examine their various stages of product development from Introduction to Decline Stages e.g. 3G mobile phones, personal computers, typewriters
13. Apply an appropriate element of the promotional mix to develop promotional plan for a product or service
Facilitate the learner to explore the following: • To explore an element of the promotional mix e.g. advertising, direct marketing, public relations, sales promotions, personal selling, corporate image and apply it to a product or service to develop a promotional plan – addressing advertising, sales tactics and/or other promotional activities
14. Conduct a SWOT (Strengths, Weakness, Opportunities and Threats) analysis
Facilitate the learner to explore the following: • The term SWOT analysis • SWOT audits of a number of well knows organizations e.g. Starbucks • To carry out a SWOT analysis on a selected organization and their key product/service

15. Evaluate the effectiveness of marketing strategies for a range of products and or services, including the influence of branding, the pricing strategy, the elements of the promotional mix and the influence of the distribution channel on supplier and end user
Facilitate the learner to explore the following: • To explore a range of well known products and/or services and compare the marketing strategies for each one e.g. branding, pricing, advertising • To explore how the distribution channel effects the supplier and end user
16. Develop a marketing plan for a specific product and or service.
Facilitate the learner to explore the following: • To explore the key stages in a marketing plan e.g. mission, objectives, strategy, tactics • To develop a basic marketing plan for a specific product or service

11. Assessment

11a. Assessment Techniques

Assignments 60%
Examination 40%

11b. Mapping of Learning Outcomes to Assessment Techniques

In order to ensure that the learner is facilitated in demonstrating the achievement of all learning outcomes from the component specification; each learning outcome is mapped to an assessment technique(s). This mapping should not restrict an assessor from taking an integrated approach to assessment.

Learning Outcome	Assessment Technique
1. Explore the role of marketing in a range of organisations	**Examination**
2. Differentiate between Business to Business and Business and Consumer markets	**Examination**
3. Examine the elements of the Marketing Mix, to include Product, Price, Promotion and Place	**Assignment 2**
4. Explore the stages in the buying and purchasing decision making process for organisations and consumers to include the characteristics and factors affecting buying behaviour	**Examination**
5. Analyse the role of Market Research, differentiating between primary and secondary research and quantitative and qualitative research methods	**Assignment 1**
6. Examine the life cycle of a range of products to include the role of new product development, design, packaging and branding on the marketplace	**Assignment 2**
7. Analyse elements of price setting to include a range of pricing techniques and strategies, competitor pricing and organisational and market conditions in Fast Moving Consumer Goods (FMCG), durables and service sectors	**Examination**
8. Explore elements of the promotional mix to include, budget, appropriate mix for different products and services and the effectiveness of different promotional strategies	**Assignment 2**
9. Examine the role of distribution in the marketing mix to include the types of distribution channels and the selection of appropriate distribution channels for a range of products and services	**Examination & Assignment 2**

10. Carry out market research applying appropriate techniques and research methodologies	**Assignment 1**
11. Analyse market research results, drawing appropriate recommendations	**Assignment 1**
12. Apply the concept of product life cycle, tracing the life cycle for a range of products	**Examination** **Assignment 2**
13. Apply an appropriate element of the promotional mix to develop promotional plan for a product or service	**Assignment 2**
14. Conduct a SWOT (Strengths, Weakness, Opportunities and Threats) analysis	**Assignment 1**
15. Evaluate the effectiveness of marketing strategies for a range of products and or services, including the influence of branding, the pricing strategy, the elements of the promotional mix and the influence of the distribution channel on supplier and end user	**Examination** **&** **Assignment 2**
16. Develop a marketing plan for a specific product and or service	**Assignment 2**

11c. Guidelines for Assessment Activities

The assessor is required to devise assessment briefs and examination papers, marking schemes, and outline solutions for the Marketing Practice Programme module. In devising the assessment briefs/examination papers, care should be taken to ensure that the learner is given the opportunity to show evidence of achievement for ALL learning outcomes. Assessment briefs may be designed to allow the learner to make use of a wide range of media in presenting assessment evidence, as appropriate. Quality assured procedures must be in place to ensure the reliability of learner evidence.

Assessment Technique 1	**60%**
Assignment 1 - Weighting 30% Assignment 2 - Weighting 30%	

The internal assessor will devise **two** briefs that will require the learner to produce evidence that demonstrates an understanding and application of a range of specific learning outcomes relating to marketing in an organisation.

Assignment 1:

The brief for assignment one will require the learner to analyse the role of market research differentiating between primary and secondary research and quantitative and qualitative research methods

The learner will:

- Carry out a market research survey applying the various research methods e.g. quantitative, qualitative, primary, secondary data etc.
- Evaluate the results of the survey in report format
- Carry out a SWOT analysis on a product or service
- Information structured, interpreted and applied accurately
- Draw appropriate conclusions and recommendations from their findings

Assignment 2:

The brief for assignment two will require the learner to investigate and analyse topics appropriate to the marketing a product or service by an organisation.

The learner will:

- Develop a structured Marketing Plan for a product of their choice
- Examine the life cycle of a range of Products
- Investigate and analyse all elements of the Marketing and Promotional Mix in the marketing plan

Evidence for this assessment technique may take the form of written, oral, graphic, audio, visual or any combination of these. Any audio, video evidence must be provided in a suitable format.

All instructions for the learner must be clearly outlined in an assessment brief

Assessment Technique 2	**40%**
Examination – 40% - The examination will be based on a range of specific learning outcomes and will be of 2 hours duration.	
The learner will complete a practical examination that assesses candidates understanding of marketing practice. The examination will be based on a range of learning outcomes and will be 2 hours in duration. The format will be as follows:- 10 short answered questions (2 marks each) - Total 20 marks 3 structured questions (answer 2) (10 marks each) - Total 20 marks Evidence for this examination may take the form of written, oral, graphic, audio, visual or computerised evidence (data files and printouts), or any combination of these. Any audio, video or digital evidence must be provided in a suitable format All instructions for the learner must be clearly outlined in an examination paper.	

12. Grading

Distinction: 80% - 100%
Merit: 65% - 79%
Pass: 50% - 64%
Unsuccessful: 0% - 49%

At levels 4, 5 and 6 major and minor awards will be graded. The grade achieved for the major award will be determined by the grades achieved in the minor awards.

Marketing Practice **5N1400**	**Learner Marking Sheet 1** **Assessment Technique 1** **Assignment - Weighting 60%**

Learner's Name: _____ Learner's PPSN: _____

Assessment Criteria	**Maximum Mark**	**Learner Mark**
Assignment 1		
• Information structured, interpreted and applied accurately	5	
• Evidence of applying appropriate research methods used in carrying out market research	5	
• Appropriate conclusions recommendations and findings outlined	5	
• Evidence of appropriately structured and formatted Market Survey e.g. questionnaire	10	
• A SWOT Analysis	5	
Subtotal	**30**	
Assignment 2		
• Comprehensive analysis of all elements of the marketing mix	10	
• Comprehensive analysis of all elements of the promotional mix	10	
• A structured Marketing Plan	5	
• Information structured interpreted and applied accurately	5	
Subtotal	**30**	
TOTAL MARKS	**60**	

Assessor's Signature: _____ Date: _____

External Authenticator's Signature: _____ Date: _____

Marketing Practice 5N14000	Learner Marking Sheet Assessment Technique 2 Examination – Weighting 40%

Learner's Name: _____ Learner's PPSN: _____

Assessment Criteria	Maximum Mark	Learner Mark
Section A 10 short answered questions (2 marks each)	20	
Subtotal	**20**	
Section B 3 structured questions (answer 2) (10 marks each) Question No: _____ _____ _____ _____	20	
Subtotal	**20**	
TOTAL MARKS	**40**	

Assessor's Signature: _____ Date: _____

External Authenticator's Signature: _____ Date: _____