

BTEC BUSINESS STUDIES
UNIT 3 INTRODUCTION TO MARKETING

P1 Describe the concept and principles of marketing

P2 Describe how the key concepts and principles of marketing have been applied by two organisations

a. Write a definition of marketing **(P1)**

b. Describe the principles of marketing **(P1)**

- Understanding customer needs
- Keeping ahead of the competition
- Communicating effectively with consumers
- Utilising new technology

c. You need to describe the marketing functions: **(P1)**

- Establishing a unique identity that differentiates it from competitor products
- Planning, co-ordinating and monitoring the marketing mix
- Co-ordinating marketing activities effectively
- Managing changes in technology, competition and consumer tastes

d. You need to explain the importance to a company of it meeting its strategic **(P1)** objectives by meeting its marketing objectives. (Show interrelationship)

e. You need to describe the marketing mix (7Ps) at two organisations **(P2)** and show how they have followed the principles of marketing. **(P2)**

f. You need to show how there are limitations and constraints on marketing activity and show how your two chosen companies are being encouraged to act responsibly when marketing their products. **(P2)**

- Legislation (Sale of Goods Act; Trade Descriptions Act; Consumer Credit Act; Data protection Act)
- Voluntary constraints (ASA; DMA)
- Pressure groups and consumerism
- Acceptable language

M1 compare the effectiveness of the concepts and principles of marketing of the products at your two chosen companies.

Produce a table showing how your two chosen companies have reacted to the **(M1)** concepts and principles of marketing.

- Understanding customer needs
- Keeping ahead of the competition
- Communicating effectively with consumers
- Utilising new technology

Organisation	Understanding customer needs	Keeping ahead of the competition	Communicating effectively with consumers	Utilising new technology
Coca Cola				
Cadburys				

Highlight the concepts and principles you think significantly helped each organisation to be effective and comment about the ones you feel perhaps made a lesser contribution. **(M1)**

D1 Evaluate the concepts and principles applied to the marketing of products by the two companies and make recommendations for improvement.

- a) Make judgements about how well the concepts and principles of marketing were applied by your two chosen companies.
- b) Use the content of M1 help you in this task
- c) Use the evaluation to identify areas for improvement
- d) Use your findings to generate a series of recommendations
- e) Show the benefits of any changes you propose.

P3 describe how marketing research information is likely to be used by one of the organisations to understand the behaviour of customers, competitors and market behaviour.

Draw a table to summarise and organise the information you have acquired using the classifications of consumer, competitors and market environment. You need to consider **surveys, focus groups and experimentation**

Research Method	Information obtained about customers, competitors and the market environment
Surveys	<p><u>Customers:</u> Identifying and predicting needs, preferences and lifestyle aspirations</p> <p><u>Competitors:</u> Competitive analysis – 4 Ps (7Ps) , financial strength of competitors, how competitors react to marketing initiatives</p> <p><u>Market Environment:</u> Market size, market shares of major players, PEST analysis (Political, Economic, Sociological, Technological) trends</p>
Focus groups	
Experimentation	

P4 apply two analytical techniques to a selected product (goods or services) offered by a selected organisation

Draw product life cycles for three product ranges (e.g. Cadburys; Galaxy; Green & Blacks) then take these same products and put them onto three Boston Matrices.

M2 compare the analytical techniques used in supporting the marketing decisions of a selected business or product.

a. Produce a table that highlights the strengths and limitations of the techniques you chose above.

Product Life Cycle	
Strengths	Limitations

b. Comment and explain which technique possibly provides your chosen company with the most valuable marketing information.

P5 describe how marketing techniques are used by one organisation to increase demand for a selected product (good or service)

Describe the method your chosen company has used to segment the market (Traditional life cycle or Lifestyle characteristics) and then, using the 7 Ps as a framework draw a table to describe the approach your company has taken towards a particular segment e.g. *Empty Nesters 1* or *Conspicuous Consumers* or *Survivors*.

Marketing Mix (7Ps)	Market Segment - Lifestyle Characteristic -Survivors
Product	
Price	
Promotion	
Placement	
Processes	
People	
Physical Evidence	

M3 explain the marketing techniques used by a selected business organisation and analyse why these techniques may have been chosen.

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1. Explain the following and show how they each influence the marketing mix at your chosen company:

- a. segmentation
- b. targeting and positioning
- c. branding
- d. market planning

2. Explain their benefits to your chosen company in terms in terms of increasing demand.

D2 Evaluate the marketing techniques, research and analysis used by a selected organisation and make original recommendations for improvement.

a. Identify areas where your chosen company is perhaps not generating any or enough marketing information. You should recommend some marketing research methods that would provide the missing information. Clearly show the scope of the additional information, using the classifications:

- consumers
- competitors
- market environment

Conclude this work by explaining why it would be beneficial to your company.

b. Decide whether the limitations of the product life cycle and the Boston Matrix mean that they are not very useful for your chosen company to make valid decisions about its marketing strategy. Give reasons for your conclusions.

c. Consider whether one or more of the alternative analytical techniques e.g. PESTLE analysis or Porter's Five Forces of competition would be more useful for your chosen company. Whatever your conclusion you need to support your recommendation with the benefits that would accrue from your viewpoint. (It is possible that by carrying out a PESTLE analysis or Porter's Five Forces on your chosen company you may unearth ideas to help you in formulating original recommendations for modifying the marketing mix at your chosen company).

d. Finally discuss whether the marketing techniques being used by your chosen company are indeed increasing demand for it (arguments in favour versus arguments against). Where you identify arguments against you will be able to use this as the foundation for making recommendations about how they can make improvements e.g. implementation of relationship marketing.

e. remember to clearly assess the potential short/long term costs versus short/long term benefits of any proposals you make. Remember to focus on the potential impact on demand for the product.