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| Unit Title: | Develop and implement marketing plans (F4) |
| Unit Number | K/600/9790 |
| Level: | 4 |
| Credit value: | 6 |
| Guided learning hours: | 25 |
| Unit expiry date: | 28/02/2015 |

Unit purpose and aim

This unit will ensure that the candidate can use a range of models and tools to produce a marketing strategy, derive and implement a marketing plan and monitor and evaluate the plan to determine future marketing activities. The candidate will also be able to communicate effectively with specialists in the design and production of the marketing strategy and plan.

| Learning Outcomes | Assessment Criteria | Exemplification |
|--|--|---|
| <p>1 Be able to identify and prioritise marketing objectives for own area of responsibility.</p> | <p>1.1 Analyse the organisation's business plan to identify marketing objectives for own area of responsibility.</p> <p>1.2 Explain the organisation's culture, vision and values.</p> <p>1.3 Analyse and prioritise marketing objectives.</p> | <p>This may include:</p> <ul style="list-style-type: none"> • Appropriate analyses to identify external environment threats and opportunities for own area of responsibility such as PEST (Political changes, Economic Factors, Social Factors, Technology) analysis, own strengths and weaknesses using SWOT analysis • The organisation's culture, vision and values • An appropriate range of communication methods to clearly and understandably explain the organisations culture, vision and values • Appropriate analysis data techniques to identify marketing objectives such as: sales, market share, market standing, customer satisfaction, customer retention, product launch • How to align marketing objectives with organisational objectives in order to prioritise them. |

| Learning Outcomes | Assessment Criteria | Exemplification |
|--|--|--|
| <p>2 Be able to produce a marketing strategy in own area of responsibility.</p> | <p>2.1 Describe and evaluate the target markets for own organisation's products or services.</p> <p>2.2 Identify and consult with marketing specialists if required.</p> <p>2.3 Identify marketing tools and models to develop a strategy.</p> <p>2.4 Develop a marketing strategy based on key success criteria for own area of responsibility.</p> | <p>This may include:</p> <ul style="list-style-type: none"> • If the target marks for own organisations products and services • Methods to carry out an analysis of the target markets using tools such as SWOT or PEST analyses • Those with specialist knowledge within the organisation who can guide, advise and assist with the development of the marketing strategy • Tools and models such as market analysis, focus groups, competitor analysis, company analysis, advertising, distribution channels, pricing promotion, PR, market segments • Tools and models to develop a marketing strategy which reflects the prioritised criteria for own area of responsibility. |
| <p>3 Be able to produce and implement a marketing plan for own area of responsibility.</p> | <p>3.1 Evaluate the resource requirements for the marketing plan.</p> <p>3.2 Produce a marketing plan based on the strategy.</p> <p>3.3 Agree roles and responsibilities of stakeholders.</p> <p>3.4 Communicate the marketing plan with key stakeholders.</p> | <p>This may include:</p> <ul style="list-style-type: none"> • The objectives which are highest priority • The resources associated costs of meeting these objectives eg market research costs, advertising, launch events • Clear realistic measurable targets eg increase sales by 15 % • How to calculate realistic deadlines for meeting targets • How to create a budget for each marketing activity • The individual responsible for activity • Ways of evaluating the marketing plan against the marketing strategy to ensure that they are compatible |

| Learning Outcomes | Assessment Criteria | Exemplification |
|---|---|---|
| | | <ul style="list-style-type: none"> • Ways in which to communicate clearly and lucidly with stakeholders their roles and responsibilities within the plan. |
| 4 Monitor and evaluate the marketing plan in own area of responsibility | 4.1 Monitor progress of the marketing plan against business objectives. 4.2 Assess and evaluate the impact of the marketing plan. 4.3 Revise future marketing plans based on the impact evaluation. | This may include: <ul style="list-style-type: none"> • How to compare actual progress against the projections within the plan for all of the business objectives • The level of impact that the plan has had on the business objectives • Adjustments to, the future marketing plans to take account of the impact evaluation. |

Assessment

This unit is centre assessed and externally verified. In order to achieve the unit you must produce a portfolio of evidence which, on request, will need to be made available to the OCR external verifier. Portfolios of work must be produced independently and Centres must confirm to OCR that the evidence is authentic. An OCR Centre Authentication form is provided in the Centre Handbook and includes a declaration for assessors to sign. It is a requirement of the Ofqual Common Criteria for all Qualifications that proof of authentication is received.

Evidence requirements

In order to achieve this unit you must demonstrate that you have met all of the stated learning outcomes and assessment criteria. Your assessor must be able to observe you in the workplace or you must provide tangible evidence of your real work activities. Simulation is not allowed for this unit.

Guidance on assessment and evidence requirements

Candidates are encouraged to use evidence, where appropriate across a number of units to reduce repetition. Where ever possible, the evidence should occur naturally within the role of the individual and can include

Reports created for the organisation,

- Marketing Strategy
- Marketing Plan
- Presentations.
- Monitoring report
- Amended marketing plans.

In addition, evidence can be sought in a number of ways, when it is not available through normal work or where ephemeral evidence such as that of behaviour is required, these methods may include:

- Witness testimonies from colleagues, managers and subordinates
- observations of tasks and interactions with others
- case studies where the candidate explains and reflects upon specific events which demonstrate competence, where current evidence is not available.
- Professional discussions where the candidate explains the rationale for a particular approach to the assessor.

This is a level four unit and thus the candidate must demonstrate complex skills and knowledge, often covering more than one element of the assessment criteria. The ability to recognise and develop competence across these criteria is to be encouraged but it does mean that reports, whilst aiming for succinctness and clarity of thought will need to be of sufficient depth and breadth to meet the level four standard. Minutes of meetings must demonstrate that the candidate's contribution is significant and contributes to the meeting of assessment criteria and be easily identifiable within the document.

Digital evidence such as recordings of meetings, photographs, scanned documents are also permitted.

Resources

Stationery, USB drive or a CD-rom.

Access to photocopier, PC and printer is desirable but not essential.

Access to sources of under-pinning knowledge such as websites, books, journals, etc, might be of help, but you are not expected to reproduce other people's written work.

- GOLD, J. THORPE, R. and MUMFORD, A. (April, 2010) *Leadership and Management Development*. ISBN: 1843982447
- <http://www.dalecarnegie.com/kc/>
- <http://www.What-are-good-leadershipskills.com> (2010)
- MacBeath, J. (ed) (2008) *Connecting Leadership and Learning: Principles for Practice*
- **Northouse G., (2009) *Leadership: Theory and Practice [Paperback]***
- <http://www.businesslink.gov.uk>
- <http://www.smallbusiness.co.uk>
- Johnson, C. and Keddy, J (2010) *Managing Conflict at Work: Understanding and Resolving Conflict for Productive Working Relationships* **ISBN-10:** 0749459522
- Eckerson, W (2010) *Performance Dashboards: Measuring, Monitoring, and Managing Your Business, 2nd Ed* **ISBN-10:** 0470589833
- Scott, D M (2010) *The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly (New ... & PR: How to Use Social Media, Blogs,)* **ISBN-10:** 0470547812

Details of relationship between the unit and national occupational standards

This unit has been accredited as part of the Qualifications and Credit Framework and is based on MSC F4 Develop and implement marketing plans for your area of responsibility

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850).

OCR Level 4 NVQ in Team Leading

Evidence Record Sheet

Unit F4 Develop and implement marketing plans

I confirm that the evidence provided is a result of my own work.

Signature of candidate: _____ Date: _____

| Evidence reference | Evidence title | Assessment method | LO1 | | | LO2 | | | | LO3 | | | |
|--------------------|----------------|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | | | 1.1 | 1.2 | 1.3 | 2.1 | 2.2 | 2.3 | 2.4 | 3.1 | 3.2 | 3.3 | 3.4 |
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I confirm that the candidate has demonstrated competence by satisfying all of the criteria for this unit.

Signature of assessor: _____ Name (in block capitals): _____ Date: _____

Countersignature of qualified assessor (if required) and date: _____

IV initials (if sampled) and date: _____ Countersignature of qualified IV (if required) and date: _____

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OCR Level 4 NVQ in Team Leading

Evidence Record Sheet

Unit F4 Develop and implement marketing plans

I confirm that the evidence provided is a result of my own work.

Signature of candidate: _____ Date: _____

| Evidence reference | Evidence title | Assessment method | LO4 | | |
|--------------------|----------------|-------------------|-----|-----|-----|
| | | | 4.1 | 4.2 | 4.3 |
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I confirm that the candidate has demonstrated competence by satisfying all of the criteria for this unit.

Signature of assessor: _____ Name (in block capitals): _____ Date: _____

Countersignature of qualified assessor (if required) and date: _____

IV initials (if sampled) and date: _____ Countersignature of qualified IV (if required) and date: _____

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