Marketing Assessment – Test

*Ti**me allowed: 60 minutes*

*Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

|  |  |  |
| --- | --- | --- |
|  | **Criteria A** | **Criteria A** |
| **0** |  | Does not reach a standard described by any of the descriptors below. |
| **1-2** | The student: uses limited relevant terminology demonstrates basic knowledge and understanding of content and concepts with minimal descriptions and/or examples.  | * You have shown what your product is, but you have not stated how it is differentiated from the competitors.
* You have included little detail (e.g. what size/weight/colours/flavours) about your product and how it will be packaged or presented.
* You have given the price but not how you determined it.
* You have shown how you are going to promote your product and included examples of promotional materials.
* You have not stated how you are going to deliver the product to the customer.
 |
| **3-4** | The student: uses some terminology accurately and appropriately demonstrates adequate knowledge and understanding of content and concepts through satisfactory descriptions, explanations and examples.  | * You have shown what your product is and some of it’s key features. You have stated how it is differentiated from the competitors.
* You have included some detail (e.g. what size/weight/colours/flavours) about your product and how it will be packaged or presented.
* You have shown how you derived your price. What your pricing policy is.
* You have shown how you are going to promote your product and included examples of a range of promotional materials (include slogan and logo) and explained the purpose (AIDA).
* You have stated how you are going to deliver the product to the customer.
 |
| **5-6** | The student: uses a range of terminology accurately and appropriately demonstrates substantial knowledge and understanding of content and concepts through accurate descriptions, explanations and examples.  | * You have shown what your product is and most of it’s key features. You have stated how it is differentiated from the competitors.
* You give precise specifications (e.g. what size/weight/colours/flavours) about your product and how it will be packaged or presented.
* You have shown how you derived your price. What your pricing policy is and justified it partially.
* You have shown how you are going to promote your product and included examples of a range of promotional materials (include slogan and logo) and explained the purpose (AIDA). This is partially justified.
* You have partially justified how you are going to deliver the product to the customer.
 |
| **7-8** | The student: consistently uses a wide range of terminology effectively demonstrates detailed knowledge and understanding of content and concepts through thorough, accurate descriptions, explanations and examples.  | * You have shown what your product is and it’s key features. You have explained how it is differentiated from the competitors.
* You need to be specific (e.g. what size/weight/colours/flavours) about your product and how it will be packaged or presented.
* You have shown how you derived your price. What your pricing policy is and justified it fully.
* You have shown how you are going to promote your product and included examples of a range of promotional materials (include slogan and logo) and explained the purpose (AIDA). This is fully justified.
* You have fully justified how you are going to deliver the product to the customer.
 |

**Task**

Produce a marketing plan for your business that includes the four Ps of the marketing mix. The plan should show an understanding of Product, Price, Place and Promotion and how you will apply them to make your business a success. Be specific and justify your ideas using examples where appropriate.

Use the following questions to guide you:

**Product** - What are you selling? What are its key features? How is it differentiated from competitors? What is special about it (its Unique Selling Point or USP)?

**Price** -  How much will you be charging customers? How have you decided on this price?

Cost plus

Price Skimming

**Promotion** - How will you make potential customers;

* **A**ware of your product?
* **I**nterested in your product?
* **D**esire your product?
* **A**ct and purchase your product?

**Placement (distribution)** - How are you going to deliver your product to your customers?