

UNIT 2: DEVELOPING A MARKETING CAMPAIGN STEPS TO SUCCESS

STEP 1: THE RESEARCH STAGE

Purpose:

This step is designed to develop the research skills that students will need once they are issued with Part A of the assessment. The activities will help to guide students through the types of information they will need and what they should be attempting to find out and cover in their 6 sides of A4 notes. The students will also have the opportunity to practise assessing the validity and reliability of research data.

Resources Required

From the Unit 2 tutor2u resource pack	Other resources/materials
<ul style="list-style-type: none"> • Part A of the tutor2u unit 2 practice assessment • 'Ready to Research' packs for each student • A3 Research Mats for group work • 'Analysing and Assessing Research Data' resources 	<ul style="list-style-type: none"> • Access to computers/devices to carry out research

Instructions

- Issue Part A of the tutor2u practice assessment, giving students time to read and highlight any main points and any information about the context for their marketing campaign
- Use the activities in the 'Ready to Research' pack to work with students on developing their research skills and gaining a detailed understanding of the market. In the live assessment students will conduct this research independently, but this practice assessment allows for input from teachers to develop methods and sources of research
- Use the A3 research mats in groups to allow students to summarise key findings from their research
- Work through the 'Analysing and Assessing Research Data' activities to give students experience of critically assessing the usefulness of data they gather, and analysing its importance.

Theory input needed

- Purpose and types of market research and sampling

By the end of this step

- Students will have gained experience of using, analysing and assessing market research data to assist with planning a marketing campaign

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STEP 2: THE CASE STUDY AND OBJECTIVE SETTING

Purpose:

Following on from the research stage, the students will now receive Part B of the practice assessment. This stage is about building the initial familiarity with the case study and context, and using this to enable the setting of objectives for the marketing campaign.

Resources Required

From the Unit 2 tutor2u resource pack	Other resources/materials
<ul style="list-style-type: none">• Part B of the tutor2u unit 2 practice assessment• 'Context, context, context grid'• Marketing Objectives resources• Marketing Objectives JAM template	<ul style="list-style-type: none">• Research gathered in step 1• Highlighter pens

Instructions

- Issue Part B of the tutor2u practice assessment. The students should first spend time reading and highlighting key points about the specifics of the case study
- Using the 'Context, context, context grids', students should summarise the key context points that they will refer to throughout their marketing campaign
- Now the students are familiar with the business, they can begin the activities that will help develop the skills needed for the live assessment, starting with objective setting
- Work through the 'Marketing Objectives' resources to enable students to set SMART targets for the business
- Use the 'Marketing Objectives JAM template' to practice the analysis and justification of the objectives that have been set.

Theory input needed

- SMART objectives

By the end of this step

- Students will be able to set suitable SMART targets that are in context
- They will be able to justify and analyse their chosen SMART targets

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STEP 3: PLANNING THE JUSTIFICATION

Purpose:

During this step, students will gain practical experience of the main analytical tools that they will use in the justification of their marketing campaign. The purpose here is to introduce SWOT and PESTLE as tools and also to develop the ability to use these to analyse the market for the business in the case study.

Resources Required

From the Unit 2 tutor2u resource pack	Other resources/materials
<ul style="list-style-type: none">• SWOT and PESTLE resources• SWOT A3 template• SWOT JAM template	<ul style="list-style-type: none">• Research data gathered in step 1 to inform the SWOT and PESTLE

Instructions

- Work through the SWOT and PESTLE activities in groups to introduce the models by applying them to the case study
- Issue JAM templates to allow students to practise justifying and analysing their decisions based upon their research

Theory input needed

- SWOT and PESTLE models

By the end of this step

- Students will be able to use SWOT and PESTLE to analyse markets and justify decisions

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STEP 4: THE MARKETING MIX AND BUDGET

Purpose:

Here, students will make decisions about the marketing mix and message for the campaign and will decide how the budget will be spent. These areas are a large part of the assessment, and these activities will give students the skills needed to ensure they make decisions that they can justify and link to a given context.

Resources Required

From the Unit 2 tutor2u resource pack	Other resources/materials
<ul style="list-style-type: none">• 'Marketing Mix and Budget' resources• A3 Product levels poster• Marketing Mix poster• Marketing Mix JAM template	<ul style="list-style-type: none">• Previous research gathered• Examples of marketing campaigns and associated costs• Access to computers/devices to research costs of marketing campaigns

Instructions

- Work through the various activities in the 'Marketing Mix and Budget' resources. These take students through the process of developing a clear marketing message which they use throughout their extended marketing mix
- Use the activities to enable students to decide on how they would spend the marketing budget, and complete the template
- Use the Marketing Mix JAM template to allow students to practise justifying and analysing decisions they have made

Theory input needed

- The extended marketing mix
- Marketing message (with examples)

By the end of this step

- Students will have practical experience of developing a marketing message and associated marketing mix
- Students will have demonstrated they can select appropriate media and plan to spend a marketing budget effectively

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STEP 5: TIMESCALES AND TIMINGS

Purpose:

This final step involves practise of the final section of the marketing campaign which is planning timescales. The step then brings together all the practical experience gained across the practise assessment with a timed mock assessment to ensure students can plan their time effectively in the live assessment. Students will be able to self-assess their work which can then be added to with teacher feedback if desired.

Resources Required

From the Unit 2 tutor2u resource pack	Other resources/materials
<ul style="list-style-type: none"> • Timescale planning resources • Mamatone timescale A3 template • Unit 2 suggested timings • Unit 2 marking grid with tips • Unit 2 assessment checklist 	<ul style="list-style-type: none"> • All previously completed work and research

Instructions

- Use 'Timescale planning' resources to introduce students to the process of Gantt charts, and the Mamatone timescale A3 template to practise creating the timescale element of the assessment
- Issue students with a copy of 'Unit 2 suggested timings' and use this as a basis for an in-class or homework practise assessment. This will give students the opportunity to bring together everything they have practised whilst also ensuring they can effectively manage their time in the live assessment. You may want to display the 'Marking grid with tips' poster for further support
- Give students a copy of the 'Unit 2 assessment checklist' which they can use to reflect upon their work before being submitted for further feedback if desired.

Theory input needed

- Gantt Charts

By the end of this step

- Students will be able to use Gantt charts to plan timescales for a campaign
- Students will have had the opportunity to complete an assessment in the time given in the exam
- Each student will have the opportunity to compare their work to the checklist, and identify any areas for improvement