

Unit 3: Introduction to Marketing

Step by Step Assignment



Student Name:

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Introduction

Marketing can be defined as the process responsible for identifying, anticipating and satisfying customer requirements profitably.

The core focus of marketing should be the customer and that is why it is often a major consideration for all organisations.

This unit will introduce you to some of the marketing techniques used by businesses to help them meet their customer's expectations. It will also lead you to investigate how external influences can affect the success of particular marketing strategies and campaigns.

In order to make accurate marketing decisions (such as on product development, promotional campaigns, pricing strategies or how to distribute the product), businesses will often undertake market research. You will explore how this research process operates within selected organisations so that you too will be able to put it into practice in the future.

On completion of this unit you should:

1. Know the role of marketing in organisations.
2. Be able to use marketing research and marketing planning.
3. Understand how and why customer groups are targeted.
4. Be able to develop a coherent marketing mix.

In order to pass this unit, the evidence that you present for assessment needs to demonstrate that you can meet all of the learning outcomes for the unit. Use the grid below to tick off when you have completed each task. Remember you need to complete all of the 'P' criteria before you can pass the unit.

Assessment and grading criteria				
P1 Describe how marketing techniques are used to market products in two organisations.		M1 Compare marketing techniques used in marketing products in two organisations.		D1 Evaluate the effectiveness of the use of techniques in marketing products in one organisation.
P2 Describe the limitations and constraints of marketing.				
P3 Describe how a selected organisation uses marketing research to contribute to the development of its marketing plans.		M2 Explain the limitations of marketing research used to contribute to the development of a selected organisation's marketing plans.		D2 Make justified recommendations for improving the validity of the marketing research used to contribute to the development of a selected organisation's marketing plans.
P4 Use marketing research for marketing planning.				
P5 Explain how and why groups of customers are targeted for selected products.				
P6 Develop a coherent marketing mix for a new product or service.		M3 Develop a coherent marketing mix that is targeted at a defined group of potential customers.		

Scenario

You are working as a business advisor within your local area. One of your main objectives in doing this is to prepare training materials aimed at developing the marketing skills amongst those in the catering trade.

The catering trade can operate in all three sectors of the economy — private, public and voluntary, although for this task you have been asked to prepare an explanation of marketing concepts and practices using examples from



the fast food industry. Your manager has asked you to conduct research into the different types of marketing methods used by Burger King and YO! Sushi in order to advise potential new businesses in your region of what kinds of strategies they may use.

Use this workbook to write up notes on all the areas you will investigate. You can then type these up to produce your final report.



Task 1

This task addresses P1

Describe how the following marketing techniques are used by Burger King and YO! Sushi to increase the demand for their products (you should choose at least one product for each business).

Growth strategies such as Ansoff's Matrix

Ansoff's matrix covers four main types of strategies (diversification, product development, market penetration and market development). Try and define the individual strategies and relate them to the actions of the two organisations. An example is provided below to get you started:



'A product development strategy aims to introduce new products into existing markets. This may require the business investing in market research to ensure their product launch is successful. In the case of Burger King, they used this strategy when they launched their salad range in order to boost their sales by appealing to different types of customers'.

Research the definitions of each of Ansoff's growth strategies and have a go at relating them to both McDonalds and YO! Sushi.

a) i) **Product development** can be defined as:

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ii) This strategy is used by Burger King to increase the demand for their products by:

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iii) This strategy is also used by YO! Sushi to increase the demand for their products by:

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b) i) **Market development** can be defined as:

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ii) This strategy is used by Burger King to increase the demand for their products by:

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iii) This strategy is also used by YO! Sushi to increase the demand for their products by:

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c) i) **Market penetration** can be defined as:

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ii) This strategy is used by Burger King to increase the demand for their products by:

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iii) This strategy is also used by YO! Sushi to increase the demand for their products by:

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d) i) **Diversification** can be defined as:

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ii) This strategy is used by Burger King to increase the demand for their products by:

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iii) This strategy is also used by YO! Sushi to increase the demand for their products by:

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