



SQA Advanced Unit Specification

General information

Unit title: Marketing Practice: An Introduction (SCQF level 7)

Unit code: J1GM 47

Superclass: BA

Publication date: October 2018

Source: Scottish Qualifications Authority

Version: 01

Unit purpose

This unit is designed to give the learner an understanding of marketing practice and the key marketing decisions facing organisations in order to achieve their corporate objectives in this digital era.

This will cover the 4Ps of marketing (ie product, price, place and promotion) and includes both traditional and digital marketing activities.

Outcomes

On successful completion of the unit the learner will be able to:

- 1 Explain the product decisions of an organisation.
- 2 Explain the pricing decisions of an organisation.
- 3 Explain the distribution decisions of an organisation.
- 4 Explain the external marketing communication decisions of an organisation.

Credit points and level

1 SQA Advanced Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7)

Recommended entry to the unit

Access to this unit is at the discretion of the centre. The learner is not required to have any knowledge of marketing to undertake this unit. However, it would be beneficial if the learner has achieved the Core Skill of *Communication* at SCQF level 5.

Core Skills

There may be opportunities to gather evidence towards Core Skills in this unit, although there is no automatic certification of Core Skills or Core Skills components

Context for delivery

If this unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes.

Equality and inclusion

This unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

SQA Advanced Unit Specification: Statement of standards

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Acceptable performance in this unit will be the satisfactory achievement of the standards set out in this part of the unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Outcome 1

Explain the product decisions of an organisation.

Knowledge and/or skills

- ◆ Product
- ◆ Internal and external influences
- ◆ Segmentation and targeting
- ◆ Product decisions
- ◆ Product mix
- ◆ Product life cycle
- ◆ Market conditions
- ◆ Role of branding

Outcome 2

Explain the pricing decisions of an organisation.

Knowledge and/or skills

- ◆ Internal and external influences
- ◆ Organisational objectives
- ◆ Marketing conditions
- ◆ Pricing decisions

Outcome 3

Explain the distribution decisions of an organisation.

Knowledge and/or skills

- ◆ Marketing and distribution systems
- ◆ Internal and external influences
- ◆ Channels and channel objectives
- ◆ Intensive, selective, exclusive and peer-to-peer distribution

Outcome 4

Explain the external marketing communications decisions of an organisation.

Knowledge and/or skills

- ◆ Promotional mix
- ◆ Push and pull strategies
- ◆ Communication strategies
- ◆ Internal and external influences
- ◆ Organisational objectives
- ◆ Market conditions

Evidence requirements for this unit

Learners will need to provide evidence to demonstrate their knowledge and/or skills across all outcomes by showing that they can explain for an organisation:

- ◆ the importance and the process of segmentation and targeting in marketing
- ◆ how the choice of target market affects marketing mix decisions
- ◆ product life cycle stages in terms of an organisation's existing products
- ◆ how product life cycle and other influencing factors require an organisation to continuously review its product mix
- ◆ role of branding in product decisions
- ◆ different types of pricing decisions available to the organisation
- ◆ influences of internal and external factors including organisational objectives and market conditions on pricing decisions
- ◆ different distribution channels, including online, offline and omni-channels, available to an organisation
- ◆ internal and external factors which will influence an organisation in their channel choice
- ◆ the elements of the promotional mix
- ◆ internal and external factors influencing an organisation's promotional mix
- ◆ different aspects of the promotional mix in the context of push and pull strategies
- ◆ different traditional and digital marketing communication decisions available to an organisation

Assessment guidelines

Evidence should be generated under open-book conditions. This unit can be assessed in a variety of ways. Please see support notes for more details.

SQA Advanced Unit Support Notes

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Unit support notes are offered as guidance and are not mandatory.

While the exact time allocated to this unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this unit

This unit is designed to enable learners to explain the marketing efforts needed to achieve the objectives of contemporary organisations.

The aim of the unit is to provide a broad understanding of the '4Ps', however, it may be helpful to consider the 4Ps among wider models such as 7Ps or 8Ps

The 4Ps have been pillars of marketing since 1960, however, in recent years there has been some questioning of their continued relevance in the digital era. The premise of this unit is that the 4Ps still have continued relevance albeit they have evolved in the light of the digital era and changing market conditions. Technological/digital organisations, such as Google, Facebook, Amazon, and Apple are currently among the world's biggest brands — and a 4Ps analysis of these organisations would provide an interesting debate among learners around what constitutes each of the 4Ps.

It should be noted that in this unit, where the word 'product' is used, this can also refer to 'service(s)'.

The following notes give additional information and guidance on possible content for each outcome:

Outcome 1:

Product classification: convenience; shopping; speciality goods; B2B goods

Product: tangible/intangible, core, actual, augmented

Product decisions: product attributes (quality, features, style and design); branding; packaging, labelling; customer service

Segmentation and targeting: the concept and role of market segmentation and common methods used for segmenting markets. The key role of the target market in marketing mix decisions.

Product life cycle: research and development; introduction; growth; maturity; decline

Product mix: All product lines of the company; mix dimensions — length, width, depth and consistency

Branding: benefits; types; brand selection and maintenance

Outcome 2:

Pricing objectives: profitability; return on investment; market share; sales; product quality; cash flow

Pricing decisions: cost-oriented; cost-plus; mark-up; demand-based; prestige pricing; competitive pricing; price leadership; penetration pricing; price skimming; internet/online pricing to include dynamic pricing strategies; negotiated pricing; personalised pricing

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Outcome 3:

Distribution channels: for consumer/industrial products; zero, one, two, three levels — manufacturer, intermediary/wholesaler, retailer, consumer. Influence of digital technology — own website (eg hotel), agents (eg travel agents), global distribution systems (eg Galileo), omni-channel (eg click and collect (seamless experience)), peer-to-peer (eg Airbnb, Uber)

Marketing systems: vertical: corporate, contractual, administered; horizontal

Selection of distribution channel: intensity of market coverage; markets and buyers; product attributes; environmental factors

Marketing objectives: intensive; selective; exclusive

Factors influencing channel choice: product and market characteristics; competitor methods; financial position; seasonal factors; distributor resistance; legal restrictions; availability of an existing network

Outcome 4:

Promotional strategies: push and pull

Promotional mix: advertising; sales promotion; public relations; personal selling; direct marketing

Traditional marketing communications: print, broadcast, telephone, face to face, point of sale, outdoor

Digital marketing communications: mobile; internet — Pay Per Click (PPC), banners, SEO; social media — YouTube, Facebook, Twitter, LinkedIn, Instagram, Snapchat, WhatsApp

Guidance on approaches to delivery of this unit

This unit is likely to be delivered as part of a group award and may be delivered in year 1 or 2. It can be offered as a free-standing unit as it is not dependent on any previous or wider marketing knowledge.

Learners should be encouraged to broaden their knowledge of marketing through use of primary and secondary sources. Textbooks such as Kotler and Armstrong's *Principles of Marketing* provide a robust reference, and magazines, eg *Marketing Week*, *Business Insider*, or the 'Marketing Teacher' website could be considered. Visiting speakers from marketing departments or consultancies would also be very beneficial for learners, as would the use of case studies from a variety of disciplines.

Current case studies and examples abound and learners should be encouraged throughout to research and debate; internet and computing examples such as Google, Facebook, Amazon, eBay and Apple; contemporary examples (at the time of writing) such as Yeezy and Supreme also provide interesting examples, as do brands such as Coca-Cola, Nike, and Ikea that have been around for a while.

Guidance on approaches to assessment of this unit

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

Assessment in the form of a single report or presentation that addresses all four outcomes, eg based on a single case study, will allow learners to present evidence in a holistic manner. This may be more in line with the underlying premise of the unit. The case study organisation may be set by the assessor, or may be an organisation chosen by and/or familiar to the learner and agreed in advance with the tutor. The report (or structured questions/responses) may be presented as a series of blogs/vlogs, video or slides, supported by appropriate material — in hard copy or created digitally.

Alternatively, the unit may be assessed by a separate assessment for each outcome. Each instrument of assessment could take the form of a set of structured questions based on a case study or other stimulus material. Again, the case study organisation may be set by the assessor or may be an organisation chosen by and/or familiar to the learner and agreed in advance with the tutor.

Opportunities for e-assessment

E-assessment may be appropriate for some assessments in this unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the evidence requirements are met, regardless of the mode of gathering evidence.

The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at: www.sqa.org.uk/e-assessment.

Opportunities for developing Core and other essential skills

There may be opportunities to gather evidence towards Core Skills in this unit, although there is no automatic certification of Core Skills or Core Skills components.

Throughout the unit there are opportunities to develop Core Skills in *Communication* (reading and writing), *Information and Communication Technology (ICT)* (accessing and researching information), *Working with Others* (dependent upon the teaching strategies adopted) and *Problem Solving* (critical thinking, review and evaluation).

As learners progress through this unit, they will acquire skills and knowledge necessary to understand key marketing decisions to help organisations achieve their objectives. These could be used to enhance learners' employability prospects.

History of changes to unit

Version	Description of change	Date

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SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of SQA Advanced Qualifications.

FURTHER INFORMATION: Call SQA's Customer Contact Centre on 44 (0) 141 500 5030 or 0345 279 1000. Alternatively, complete our [Centre Feedback Form](#).

General information for learners

Unit title: Marketing Practice: An Introduction (SCQF level 7)

This section will help you decide whether this is the unit for you by explaining what the unit is about, what you should know or be able to do before you start, what you will need to do during the unit, and opportunities for further learning and employment.

This is a stand-alone unit at SCQF level 7 and is also included in a range of SQA Advanced Business, Admin and Retail awards. It is for those studying more general 'business type' qualifications which include marketing. It is suitable for those who wish to work in these industry sectors (or related sectors) in the future. Achievement of this unit could also help you with further study of marketing at SCQF level 8 or above.

This unit is designed to give you an understanding of marketing practice and the key marketing decisions facing organisations in order to achieve their corporate objectives in this digital era.

Arguably, the world of marketing has been turned upside down by the internet, digital and social media, and mobile smart devices. This is an exciting time to study marketing, as new models, issues and ideas are emerging every day to get customers to engage with these organisations, their products and services, and ultimately purchase their offer.

The unit explores the major decisions of an organisation with regard to product, pricing, place (distribution), and external marketing communications (promotion). All four elements are addressed theoretically, and contemporary case studies such as Facebook, Google, or WhatsApp can be used to show how these theories work in practice. To enhance your understanding of the subject, you should research your own examples from the media, appropriate websites, digital/social media and marketing magazines etc.

On successful completion of the unit, you will be able to:

- 1 Explain the product decisions of an organisation.
- 2 Explain the pricing decisions of an organisation.
- 3 Explain the distribution decisions of an organisation.
- 4 Explain the external marketing communications decisions of an organisation.

To complete the unit successfully, you will be required to achieve a satisfactory level of performance in a task or series of tasks that will require you to research an organisation or organisations and answer a series of questions and/or produce a report on the marketing of an organisation's product or services. Your assessor will advise which of the two approaches will be used.

There are also opportunities to develop Core Skills in *Communication*, *Problem Solving* and *Information Communication Technology (ICT)*.