

BUSINESS - LEVEL 3

DEVELOPING A MARKETING CAMPAIGN

INTRODUCTION – OVERVIEW OF UNIT

Unit 2 Developing a Marketing Campaign is a compulsory unit for all 1st year Level 3 Business students.

This unit is assessed through a 3 hour exam that will take place in January 2021.

Total amount of marks available are 70 and the exam is split into 2 parts known as Activity 1 and Activity 2.

The exam is based on a case study that you will be given in advance and you will research the business in this case study.

In the exam you will develop a marketing campaign for this business and you will use marketing terminology, marketing theory, deduce information from the research that you have done and apply to the context given in the exam paper.

In order to be prepared for this unit this pack has been put together for you to learn about and work on activities based on the following:

EXTENDED MARKETING MIX 7P'S

The 7P's is the biggest section of the exam and worth up to 20 marks.

When you formally start the Level 3 Business course in September 2020 you will be given a test on the 7P's. The results will provide the course lecturers with a good indication of your ability to study this course.



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TASK 1

Copy the link below into your Internet search engine and watch the video, listen carefully and answer the question.

<https://www.tutor2u.net/business/reference/the-extended-marketing-mix-7ps>

Q1. What are the 7P'S?

1. P _____
2. P _____
3. P _____
4. P _____
5. P _____
6. P _____
7. P _____

Q.2 What is the main aim of the Marketing Mix?

Q.3 What business in the clip is used to provide an example of how the marketing mix is used?

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TASK 2

In your own words explain what each of the 7P's means.

1. P_____ This relates to:

2. P_____ This relates to:

3. P_____ This relates to:

4. P_____ This relates to:

5. P_____ This relates to:

6. P_____ This relates to:

7. P_____ This relates to:

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TASK 3

Go to Halesowen Moodle – Business Level 3 - scroll down to Level 3 Business E-Book

- Open the book to read online and select Chapter 2
- Read pages 89 to 98
- Answer the questions below:

1. What is meant by 'Price Skimming'?

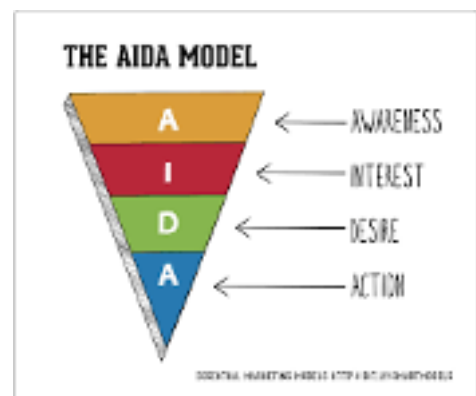
2. Provide an example of 2 contrasting businesses that use 'Price Skimming'

3. Give 1 advantage and 1 disadvantage of this pricing method

Advantage

Disadvantage:

4. What is the AIDA model?



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5. How does a business such as Netflix use this model?

A _____

I _____

D _____

A _____

6. What is meant by 'Branding' and give examples of how Coca Cola uses this marketing technique.

7. What is meant by E-Business? Give an example of a Business that uses this technique.

8. Describe the physical environment of an Apple store why do you think Apple invests so much in the look of its stores?

9. List the different ways that a customer can purchase a product from Foot Asylum. What are the advantages to the business of having different methods?

10. Imagine you are working for Curry's PC World and have been asked to interview and select a candidate for the role of sales person.

What skills, experience, interests and qualifications would you be looking for and explain how these would benefit the business.
