

BUSINESS AND MANAGEMENT

short courses



The Marketing Mix

Awarding organisation: ATHE

Unit level: 4

Unit code: R/617/1249

GLH: 60

Credit value: 15

Unit grading structure: Pass/Merit/Distinction

Assessment guidance: In order to achieve this unit learners must produce work which demonstrates achievement of the learning outcomes at the standards provided by the assessment criteria.

Learners will need to use exemplar material to demonstrate achievement of the standards.

Unit aims

To develop a comprehensive understanding of the marketing mix and the roles of the seven aspects of the marketing mix to businesses.

Learning outcomes

The learner will:

Assessment criteria

The learner can:

Pass

Merit

Distinction

1. Understand the role of the product or service in the marketing mix

1.1 Analyse how the features and benefits of a product or service are used in the marketing mix

1 M1 Analyse how a business can create lifetime value to a customer by using the Customer Life Cycle

1 D1 Evaluate the role of the product or service in the marketing mix of a chosen organisation

1.2 Describe the use of the marketing mix at each stage of the Product Life Cycle

2. Understand the role of price in the marketing mix

2.1 Analyse the use of pricing to reflect the perceived value of the benefits of a product to the buyer

2 M1 Analyse the effects of adjusting the price of a product or service

2 D1 Evaluate the role of price in the marketing mix of a chosen organisation

2.2 Analyse the use of pricing to offset the costs of product manufacturing and/or service Delivery

3. Understand the role of place in the marketing mix

3.1 Analyse the role of direct and indirect distribution channels to move products and services from the provider to the buyer

3 M1 Assess the advantages of using a direct marketing channel

3 D1 Evaluate the role of place in the marketing mix of a chosen organisation

3.2 Analyse the use of intensive distribution, selective distribution and exclusive distribution in the market coverage of products and services

4. Understand the role of promotion in the marketing mix

4.1 Analyse the aims of promotion in the marketing mix

4 M1 Explain how promotional activities are regulated

4 D1 Evaluate the role of promotion in the marketing mix of a chosen organisation

4.2 Explain how the success of a promotional campaign is measured

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Learning outcomes The learner will:	Assessment criteria The learner can:		
	Pass	Merit	Distinction
5. Understand the role of process in the marketing mix	5.1 Explain the role of marketing processes which take place with the customer present 5.2 Explain the role of marketing processes which take place before and after the customer interface 5.3 Analyse how the role of process in the marketing mix leads to customer focus		5 D1 Evaluate the role of process in the marketing mix of a chosen organisation
6. Understand the role of people in the marketing mix	6.1 Analyse the importance of recruiting the right people to become customer facing staff in businesses 6.2 Analyse the importance to businesses of training customer-facing and non- customer-facing staff	6 M1 Evaluate the use of Customer Relationship Management in businesses	6 D1 Evaluate the role of people in the marketing mix of a chosen organisation
7. Understand the role of physical evidence in the marketing mix	7.1 Analyse the role of physical evidence in the marketing mix		7 D1 Evaluate the role of physical evidence in the marketing mix of a chosen organisation