

Pearson BTEC Level 3 Nationals Certificate

Business / Enterprise and Entrepreneurship

Unit 2: Developing a Marketing Campaign

Part A

Monday 4 December 2017

Paper Reference

31489H

You do not need any other materials.

Instructions

- **Part A** contains material for the completion of the preparatory work for the set task.
- **Part A** is issued to learners 2 weeks before **Part B** is scheduled. Learners are advised to spend no more than 6 hours on **Part A**.
- **Part A** must be issued to learners on the timetabled date so that learners can prepare in the way specified.
- **Part A** is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- **Part A** should not be returned to Pearson.
- **Part B** materials must be issued to learners during the period specified by Pearson.

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Instructions to Teachers/Tutors

This paper must be read in conjunction with the unit information in the specification and the BTEC Nationals Instructions for Conducting External Assessments (ICEA) document. See the Pearson website for details.

Learners should undertake independent research on the context given in this **Part A** task booklet.

Learners are expected to spend up to six hours in undertaking **Part A**.

Centres must issue this task booklet at the appropriate time and advise learners of the timetabled sessions during which they can prepare. It is expected that scheduled lessons or other timetabled slots will be used for some or all of the preparation.

Learners may prepare summary notes on their research findings. Learners may take up to six sides A4 notes into the supervised assessment (**Part B**). Learners' notes should include facts and figures relating to organisations, such as the products they offer and the ways they use the marketing mix in their promotional campaigns.

Learners' notes should not include any analysis, evaluation or promotional plans. Teachers/Tutors cannot give any support to learners during the production of the notes and the work must be completed independently by the learner.

The supervised assessment will take place in a timetabled period specified by Pearson. Centres should schedule all learners at the same time or supervise cohorts to ensure there is no opportunity for collusion.

Refer carefully to the instructions in this task booklet and the Instructions for Conducting External Assessments (ICEA) document to ensure that the preparatory period is conducted correctly so that learners have completed their preparation validly and independently.

All learner notes must be retained securely by the centre after **Part B** and may be requested by Pearson if there is suspected malpractice.

Instructions for Learners

Read the set task information carefully.

This contains the information you need to prepare for the set task.

In **Part B** you will be given a scenario. Use this **Part A** task booklet to prepare by relating your learning to the specific information given.

You will then be given the set task to complete under supervised conditions.

You must work independently and must not share your work with other learners.

Your teacher/tutor may give guidance on when you can complete the preparation.

Your teacher/tutor cannot give you guidance or feedback during the preparatory period.

Set Task Brief

You are working as an intern at a marketing agency. One of the clients, *The Bicycle Shop*, specialises in the sale of folding bicycles. The client has asked the agency to develop a marketing campaign.

You have been asked to research the market for folding bicycles. Your research should include primary and secondary data relating to:

- competitors
- market size, share and structure
- target market
- trends
- external influences.

You should research at least one marketing campaign related to the market for folding bicycles. You may wish to consider researching weekly/monthly marketing journals, marketing and/or advertising agency websites, business consultancies, and more general business sources.

Your research should include:

- costs
- timescales
- media used
- message communicated
- marketing mix
- appropriateness of the campaign.

You should take into consideration the validity and reliability of the data that you collect.

You do not have to produce the promotional materials.

You will be allowed a maximum of six sides of A4 of your individually prepared notes to support you during the supervised assessment.

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Surname					Other names					
Pearson BTEC Level 3 Nationals Certificate	Centre Number					Learner Registration Number				
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Business / Enterprise and Entrepreneurship

Unit 2: Developing a Marketing Campaign

Part B

Window for supervised period: Tuesday 9 January 2018 – Wednesday 10 January 2018 Supervised hours: 3 hours	Paper Reference 31489H
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You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** activities.
- **Part A** will need to have been used in preparation for completion of **Part B**.
- The **Part B** task booklet must be issued to learners as defined by Pearson and should be kept securely.
- The **Part B** task booklet must be issued to learners during the 2-day period and under the conditions specified by Pearson. The period will allow centres to timetable appropriate supervised sessions for all learners.
- **Part B** task booklet is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.

Information

- The total mark for this paper is 70.
- The marks for **each** question are shown in brackets
– use this as a guide as to how much time to spend on each question.

Advice

- Read each activity carefully before you start to answer it.
- Try to answer every activity.
- Check your answers if you have time at the end.

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Instructions to Teachers/Tutors and/or Invigilators

This paper must be read in conjunction with the unit information in the specification and the BTEC Nationals Instructions for Conducting External Assessments (ICEA) document. See the Pearson website for details.

The **Part B** set task is undertaken under supervision in a single session of three hours within the timetabled days. Centres may schedule a supervised rest breaks during the session.

In order to enable learners to have access to computer resources, a period of two days is provided within which centres can timetable the assessment. Centres should schedule all learners in the same sessions if possible and must release **Part B** to individual learners only for their scheduled sessions.

The **Part B** set task requires learners to apply research. Learners should bring in notes as defined in **Part A**. The teacher/tutor and/or invigilator needs to ensure that notes comply with requirements.

Work should be completed using a computer.

All learner work must be completed independently and authenticated by the teacher/tutor and/or invigilator before being submitted to Pearson.

Refer carefully to the instructions in this task booklet and the Instructions for Conducting External Assessments (ICEA) document to ensure that the supervised period is conducted correctly and that learners submit evidence that is their own work.

Learners must not bring anything into the supervised environment or take anything out without teacher/tutor and/or invigilator knowledge and approval.

Centres are responsible for putting in place appropriate checks to ensure that only permitted material is introduced into the supervised environment.

Maintaining security

- During supervised assessment periods, the assessment areas must be accessible only to the individual learner and to named members of staff.
- Learners can access their work only under supervision.
- During any breaks materials must be kept securely.
- Any work learners produce under supervision must be kept securely.
- Learner notes will be retained securely by the centre after **Part B** and may be requested by Pearson if there is suspected malpractice.

Outcomes for submission

Two documents need to be submitted by each learner:

- a rationale for a marketing campaign
- a budgeted plan for the marketing campaign.

Each learner must complete an authentication sheet.

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Instructions for Learners

Read the set task information carefully.

This session is three hours. Your teacher/tutor and/or invigilator will tell you if there is a supervised break. Plan your time carefully.

You have prepared for the set task given in this **Part B** task booklet. Use your notes prepared during **Part A** if relevant. Attempt all of **Part B**.

Your notes must be your own work and will be retained by your centre until results are issued.

You will complete this set task under supervision and your work will be kept securely during any breaks taken.

You must work independently throughout the supervised assessment period and should not share your work with others.

Outcomes for submission

You will need to submit two documents on completion of the supervised assessment period:

- a rationale for the marketing campaign
- a budgeted plan for the marketing campaign.

You must complete a declaration that the work you submit is your own.



Set Task

You must complete BOTH activities.

You will need to refer to the additional task information on the following pages and your notes from the research and preparatory work undertaken in **Part A**.

Activity 1

Prepare a rationale for the marketing campaign to increase the sales of folding bicycles. This should include:

- marketing aims and objectives
- research data on the market, to include:
 - an analysis of your research using appropriate tools
 - target market
 - size, structure and trends
 - competition
- evaluation of the reliability and validity of the information researched
- justification for your rationale.

(Total for Activity 1 = 34 marks)

Activity 2

Based on your rationale from Activity 1, you must produce a plan for your marketing campaign for *The Bicycle Shop* which should include an appropriate:

- marketing mix
- marketing message
- selection of media
- campaign budget
- timescale.

You must produce this plan in an appropriate format for the owners of *The Bicycle Shop*.

(Total for Activity 2 = 36 marks)

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Part B Set Task Information

The UK Bicycle Market

The number of bicycles sold globally in 2015 was the same as it was in 2005.

During the same period:

- the number of bicycles sold in the UK decreased by around 10%
- spending on bicycles in the UK increased by over 40%.

In 2015 cycling contributed £2.9bn to the UK economy:

- 85% was from the sale of bicycles and cycling accessories
- 15% was from related services such as repairs.

In the UK 40% of all bicycle sales are through two retail chains, Halfords and Evans. There is a significant concentration of bicycle sales in UK 'urban cycling hot spots' including London, Leeds and Birmingham. In these cities the most popular cycling products are folding bicycles such as those produced by premium brands e.g. Brompton Cycles.

Approximately 3.6 million bicycles were imported into the UK in 2015, which was similar to the annual average for the previous 10 years. Many of these imported bicycles were manufactured in Taiwan. In 2014 Taiwanese manufacturers sold 588,000 bicycles to UK retailers, with an approximate average retail value of £179 each.

The national governing body for cycle sport in the UK, British Cycling, reported that applications for membership increased in 2015. There was also growing interest in different types of competitive cycling.



The Bicycle Shop

The Bicycle Shop is a medium-sized independent retail store. The business currently focuses mainly on sales of bicycles and accessories aimed at commuters.

The Bicycle Shop's customers include a mixture of affluent professionals and price-conscious customers. Sales revenues have been growing steadily from month to month, but the owners of the business believe that there is potential to further increase revenue by selling more from their existing range of products.

The owners wish to launch a marketing campaign that will focus on one particular segment of the market. They would like to attract more customers to the store and increase the probability of them making a purchase. The campaign should run for 12 to 16 weeks.

Promoting Existing Products

The owners of *The Bicycle Shop* set it up to capitalise on the popularity of cycling among urban commuters. Many of their existing customers buy bicycles that can be folded for storage while on a train or at work.

The owners would like to focus on one segment of the market to encourage more people to purchase folding bicycles from them. The campaign will focus on attracting a greater number of:

EITHER

1. affluent professionals

OR

2. price-conscious customers.

The marketing budget for the campaign is £10,000.

What is commuting by bicycle?

This is when a person regularly travels some or all of the distance from home to work by using a bicycle. Some commuters use a bicycle to travel the whole distance while others will use a bicycle alongside forms of public transport such as a train.

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