

**Pearson BTEC Level 3 Nationals
Certificate**

Business / Enterprise and Entrepreneurship

Unit 2: Developing a Marketing Campaign

Part A

3 April 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** should be undertaken over approximately 6 hours across a period of 2 weeks as timetabled by Pearson.
- **Part A** may be given to learners as soon as it is received so that learners can start the preparatory period in advance of the supervised assessment period.
- **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** will be taken under supervised conditions in a single 3-hour session within the 2-day period timetabled 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 Information for Conducting External Assessments (ICEA) document. See the Pearson website for details.

Part A should be issued to learners as soon as it is received.

Learners will be expected to conduct research and preparatory work and can take up to six sides of A4 notes into the supervised assessment.

Research and preparatory work is expected to be carried out over approximately six hours of time.

Teachers/tutors cannot give any support to learners during the production of the notes and the work must be completed independently by the learner.

Centres are free to arrange the supervised assessment period how they wish provided the three hours for producing final outcomes are under the level of supervision specified, and in accordance with the conduct procedures.

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 and that learners have the opportunity to carry out the required activities independently.

Any prepared notes do not need to be submitted with the final outcomes to Pearson.

Any assessment materials not required by learners for submission must be collected and held securely by the Exams Office until the EAR deadline at which point they may be recycled or destroyed.

Instructions for Learners

Read the set task information carefully.

This contains **Part A** of the information you need to prepare for the set task.

You will need to carry out your own research and preparatory work over the next two weeks.

You will then be given **Part B** to complete under supervised conditions.

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

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

Your teacher can not give you feedback during the preparation period.

Set Task Brief

You have been asked to write a proposal for a marketing campaign for a small mobile app design business. The business is aiming to successfully launch a new augmented reality game.

You are required to independently research and analyse the market for mobile games prior to the supervised assessment window. 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 mobile games. 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.

Part A: Set Task Information

The Market for Mobile Apps including Games

A mobile application, most commonly referred to as an app, is a type of application software designed to run on a mobile device, such as a smartphone or tablet. People of all ages are now using these devices for work and leisure purposes.

With the increasing availability and reliability of public Wi-Fi and fast mobile data, more people are using mobile devices to access online services. In 2016, 46% of smartphone users played games on a daily basis. Many games use a 'freemium' business model. This refers to giving a basic service for free and then charging users for access to additional features.

The strength of the UK's mobile app development market is widely acknowledged. The UK currently has approximately 8 000 app development businesses that employ roughly 400 000 people. These businesses make money both in the UK and in export markets and are currently the largest provider of app development services outside the USA.

It is estimated that annual sales from mobile apps, including games, will exceed £4 billion in 2016, and that revenues will reach £31 billion by 2025.

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Surname					Other names					
Pearson BTEC Level 3 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 2 May 2017 – Wednesday 3 May 2017 Supervised hours: 3 hours						Paper Reference 31489H				
You do not need any other materials.								Total Marks		

Instructions

- **Part A** will need to have been used in preparation for completion of **Part B**.
- The **Part B** booklet must be issued to learners as defined by Pearson and should be kept securely.
- **Part B** materials must be issued to learners during the two-day period and under the conditions specified by Pearson. The period will allow centres to timetable appropriate supervised sessions for all learners.
- **Part B** 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.

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 in the timetabled days. Centres may schedule a supervised rest break during the session. In order to enable learners to have access to computer resources, a period of two days is provided for centres to 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/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 taskbook 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 your 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 only be accessible to the individual learner and to named members of staff.
- Learners can only access their work under supervision.
- During any break materials must be kept securely.
- Any work learners produce under supervision must be kept secure.
- Learner notes will be retained securely by the centre after **Part B** any may be requested by Pearson if there is suspected malpractice.

Outcomes for submission

Two documents will need to be submitted by each learner:

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

Each learner must complete an authentication sheet.

Instructions for Learners

Read the set task information carefully.

This session is 3 hours. Your tutor/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** 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 a marketing campaign
- a plan for the marketing campaign.

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

Set Task

You must complete ALL 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 for the launch of **Roku**'s new augmented reality game.

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 **Roku**, which should include an appropriate:

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

You must produce this plan in an appropriate written format for the owner of **Roku**.

(Total for Activity 2 = 36 marks)

TOTAL FOR PAPER = 70 MARKS

Part B: Set Task Information

The Market for Mobile Apps including Games

A mobile application, most commonly referred to as an app, is a type of application software designed to run on a mobile device, such as a smartphone or tablet. People of all ages are now using these devices for work and leisure purposes.

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Getting Started

Steve is very good at developing mobile games. While at university he created a number of these programmes, which he sold online. Steve has set up a business that is focused entirely on creating games and apps. He has enjoyed some success so far and now wishes to expand the business.

Roku Developments

Steve decided to create a brand for his business and chose the name **Roku** to reflect his taste in music.

In order to expand the business he has recruited a number of other recent university graduates to work for him.

Steve and his team are developing a new augmented reality game. The game is based around a fantasy role-play scenario in which players take on the role of different characters. The players collect virtual rewards for completing different quests.

Steve is not sure which pricing strategy to use for the new game.

The strategies he could use are:

EITHER

- 1 a 'freemium' approach where users are able to download the game for free but must pay for additional features

OR

- 2 charging users a one-off fee to download a copy of the game.

Steve has set an initial marketing budget of £30 000 for the next 12 months, but he is hoping to use innovative techniques to make the money go as far as possible.

What is 'freemium' pricing?

Freemium pricing is where companies give the public access to a product free of charge but offer them the opportunity to pay to access additional features or content. For example, some games may charge users to unlock additional characters or extra levels.

What is augmented reality?

Augmented reality is where games make use of the cameras contained in a mobile device in order to transform players' surroundings into a live gaming environment. For example, this may involve making characters appear in front of the user on the screen of their device. Some more sophisticated games also use the GPS technology in mobile devices to incorporate nearby landmarks or to allow players to compete with other nearby gamers.

Complete your work in the space provided.

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A large rectangular area with rounded corners, containing 25 horizontal dotted lines for writing.



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