

Pearson BTEC Level 3 Nationals Certificate

Business/Enterprise and Entrepreneurship

Unit 2: Developing a Marketing Campaign

Part A

Monday 16 April 2018

Paper Reference

31489H

You must have:

Calculator, note paper and pen

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 approximately 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 booklet 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** booklet.

Learners are advised to spend approximately six hours on **Part A**.

Centres must issue this 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 at least some of the preparation.

Learners may prepare summary notes based on their research findings. Learners may take up to six sides of A4 notes of this type into the supervised assessment (**Part B**). Learner notes can 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.

Learner notes must not include any analysis or evaluation of their research findings. Notes should not include any pre-prepared promotional plans.

Teachers/Tutors must not give any support or additional resources to learners during **Part A**. 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 BTEC Nationals 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 brief 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** 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 may give guidance on when you can complete the preparation.

Your teacher cannot give you feedback during the preparation period.

Set Task Brief

You have been asked to develop a marketing campaign for a record shop called *Wax Perfection*, which sells vinyl records and associated products.

The shop owners want to increase awareness of their brand and attract more customers.

You are required to independently research the market for vinyl records in the UK.

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 sale of vinyl records and associated products. 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
- timescale
- 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 are allowed a maximum of six sides of A4 of your individually prepared notes to support you during the **Part B** supervised assessment.

Pearson BTEC Level 3 Nationals Certificate

Business/Enterprise and Entrepreneurship

Unit 2: Developing a Marketing Campaign

Part B

Window for supervised period:
Monday 30 April 2018 – Tuesday 1 May 2018
Supervised period: 3 hours

Paper Reference
31489H

You must have:

Calculator,
Note paper and pen

Instructions

- Complete **all** activities.
- **Part A** will have been used in preparation for completion of **Part B**.
- **Part B** must be issued to learners as defined by Pearson and should be kept securely.
- **Part B** must be undertaken in 3 hours 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** is specific to each series and must only be issued to learners who have been entered to undertake the task in the relevant series. It is to be issued at the beginning of their timetabled supervised period.

Information

- The total mark for this paper is 70.

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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 break 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 must 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 BTEC Nationals 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 breaks materials must be kept securely.
- Any work learners produce under supervision must be kept securely.
- Learner notes must 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 will need to be submitted by each learner:

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

Each learner must also complete an authentication form.

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** booklet. Use your notes prepared during **Part A** if relevant. Attempt all of the activities in **Part B**.

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

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 must not share your work with others.

Outcomes for submission

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

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

You must also complete an authentication form to declare 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 a marketing campaign to increase awareness of *Wax Perfection's* existing record shop.

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 the marketing campaign for *Wax Perfection*.

The plan should include:

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

You must produce this plan in an appropriate written format for the owners of *Wax Perfection*.

(Total for Activity 2 = 36 marks)

TOTAL FOR PAPER = 70 MARKS

Part B Set Task Information

The Vinyl Album Revival

Sales of vinyl records passed one million units a year in 2014 for the first time since 1996. The average price for a vinyl album is £20, considerably more than the price of the same album as a digital download. Special edition vinyl albums featuring extra items such as posters or codes to download additional songs can cost significantly more. When Pink Floyd's 'The Wall' was reissued as a double vinyl album with a poster and a download code it sold for £38.

The market for vinyl albums in the UK was worth around £5m in 2010. By 2015 the value of the market had increased to around £20m.

The main purchasers of vinyl albums tend to be men aged over 35, many of whom are collectors.

One of the reasons for the popularity of vinyl records is the annual 'Record Store Day' organised by the music industry to promote sales. Many artists produce exclusive limited edition records that are sold only in smaller records shops on that day.

In the UK, vinyl albums account for less than 6% of album sales, although it is the fastest growing segment of the market. In 2014, Pink Floyd's 'The Endless River' became the fastest-selling vinyl album since 1996, despite selling only 6 000 copies during that year. During the same year One Direction had their tracks streamed on Spotify over a billion times.

Wax Perfection

Wax Perfection is a record shop in Liverpool. It sells mainly new vinyl albums as well as:

- new albums on other formats such as CD, USB and cassette
- second-hand albums on a range of formats
- related goods such as t-shirts, posters, record players, vinyl record cleaning products and toys.

The owners of *Wax Perfection* organise regular signings by bands and arrange short acoustic performances by artists. These events attract a large number of potential customers to the shop, many of whom have never visited it before. *Wax Perfection* also takes part in the annual Record Store Day, selling exclusive records produced by a range of artists.

Boosting Sales

Wax Perfection operates a Record of the Month Club. Subscribers pay £35 per month to receive a vinyl album selected by the shop owners. This will always be accompanied by promotional items from the artists involved, such as a bonus CD of exclusive songs, signed photographs of the artists and other items.

The shop owners currently want to attract more customers to their existing shop. *Wax Perfection* has experienced staff who are all experts in different types of music. They can advise customers about which records to buy and how to get the most out of their stereo equipment and headphones.

The owners of the business are currently considering focusing their campaign around one form of promotion:

EITHER

- 1 Print adverts in specialist music press

OR

- 2 Distributing leaflets outside music venues after gigs.

The marketing budget for the campaign is £8 000.

What is Record Store Day?

On the third Saturday of April each year, independent record stores around the world host an event to celebrate recorded music. Tens of thousands of records are sold on this day each year, many of them in limited editions of several hundred copies.



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