

Pearson BTEC Level 3 Nationals Extended Diploma

January 2020

Paper Reference **31489H**

Business/Enterprise and Entrepreneurship

Unit 2: Developing a Marketing Campaign

Part A

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 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 on the day 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 expected 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 some or all of the preparation.

Learners may prepare summary notes 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 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.

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 on a timetabled day specified by Pearson. Centres must schedule all learners in the same session to ensure there is no opportunity for collusion.

Refer carefully to the instructions in this booklet and the *BTEC Instructions for Conducting External Assessments (ICEA)* document to ensure that the preparatory period is conducted correctly and 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/tutor may give guidance on when you can complete the preparation.

Your teacher/tutor cannot give you feedback during the preparation period.

Set Task Brief

You have been asked to write a proposal for a marketing campaign for a business called *Cryptic Adventurers Escape Rooms*.

The business owners want to expand their business.

You are required to independently research and analyse the market for escape rooms 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 market for escape rooms. 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 are allowed a maximum of six sides of A4 of your individually prepared notes to support you during the **Part B** supervised assessment.

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Thursday 9 January 2020

Supervised period: 3 hours

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Business/Enterprise and Entrepreneurship

Unit 2: Developing a Marketing Campaign

Part B

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 on the timetabled day and under the conditions specified by Pearson.
- **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.
- **Part B** should be kept securely until the start of the 3 hour supervised assessment 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 on the timetabled day specified by Pearson. Centres may schedule supervised rest breaks during the session.

Centres must schedule all learners in the same session and must release **Part B** to individual learners only for their scheduled session.

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. Learners are not allowed access to the internet.

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 paper and the *BTEC 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 only be accessible to the individual learners 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 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

Each learner will need to submit two documents:

- 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** paper. Use your notes prepared during **Part A** if relevant. Attempt both the activities in **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 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 for *Cryptic Adventurers Escape Rooms* to promote its escape room business.

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
- an evaluation of the reliability and validity of the information researched
- a 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 *Cryptic Adventurers Escape Rooms*.

The plan should include a:

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

You must produce this plan in an appropriate written format for the owners of *Cryptic Adventurers Escape Rooms*.

(Total for Activity 2 = 36 marks)

TOTAL FOR PAPER = 70 MARKS

Part B Set Task Information

The market for escape rooms in the UK

In 2018 an entrepreneur bought a licence to use the characters and sets from the popular TV series 'Sherlock' as the basis for a series of escape room puzzles. Customers enter the room in a team of between four and six people. Their challenge lasts 90 minutes at a cost of £54 per person. The Sherlock challenge became the latest in a line of themed escape rooms.

The opening of the Sherlock escape room came at a point when the market for escape rooms had been through a significant period of growth. At a time when consumers are changing their shopping habits, moving towards online retail and looking for 'experiences' on the high street, these businesses have been in the right place at the right time.

Market research indicates that:

- there were seven escape rooms in the UK in 2013
- there were over 1 200 escape rooms in the UK at the end of 2018
- the market grew by 40% between 2017 and 2018
- over 300 businesses operated in the escape room market in the UK in 2018
- there were 450 distinct venues operating escape rooms with approximately 900 different themes offered at the end of 2018.

Most escape rooms do not use well-known brands as part of their challenges. However, following the success of the Sherlock escape room, a Doctor Who themed challenge was launched.

The majority of the escape rooms in the UK are set up at a permanent location. Some escape rooms operate as a 'pop-up' business, running a challenge in a particular location for a short period of time before moving to a new city. Sometimes they take advantage of a unique venue that might only be available for a short period of time.

Businesses operating escape rooms provide experiences for a range of target markets including:

- family activities
- social events/parties
- corporate team building events.

Themes for games are highly varied with some based on murder mysteries, alien invasions, spy missions, zombie apocalypse and a range of other topics. In some cases, the theme is linked to the location of the game, using local landmarks or legends.

Cryptic Adventurers Escape Rooms

Cryptic Adventurers Escape Rooms runs escape rooms in the UK. It operates a permanent site in a city centre location offering customers a choice of different escape room challenges. These range from an easy challenge that lasts an hour to an extreme challenge that lasts for two hours.

The business has created a brand image as a family-friendly company that provides fun for groups of between four and six people. *Cryptic Adventurers Escape Rooms* charges £30 per person for playing the game. In addition, it also sells a range of merchandise. This includes hooded sweatshirts with the *Cryptic Adventurers Escape Rooms* logo and team photographs as a reminder of the time that groups spent in the room.

The business is promoted in a variety of ways including:

- an e-commerce website that allows customers the chance to buy tickets
- adverts in local newspapers
- providing free tickets to YouTube influencers who then visit the escape room and vlog about their experience.

Achieving business growth

The owners of *Cryptic Adventurers Escape Rooms* want to grow their business. They currently have one location.

Cryptic Adventurers Escape Rooms has a small management team of permanent staff who create the puzzles and arrange the layout of the rooms. It also has a larger group of staff on zero-hour contracts to help look after customers.

The owners of the business are considering two different options to support the expansion of the business.

EITHER

1. Gaining market share by offering special deals to university students.

OR

2. Increasing revenue by selling escape room packages to businesses as corporate team building experiences.

The owners of the business have allocated a budget of £25 000 for the campaign. The campaign should run for 52 weeks.