

Leisure and Tourism (Double Award)

**OCR GCSE 1495 Unit 4876 Marketing in Leisure and Tourism
 Unit Recording Sheet**

Please read the instructions printed below. **One** of these sheets, suitably completed, should be attached to the assessed work of **each** candidate.

Specification Code	1495	Unit Code	4876	Session	Jan / June	Year	2	0	0	
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Centre Name		Centre Number					
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Candidate Name		Candidate Number					
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Evidence: An investigation into the marketing activities of one organisation from the leisure and tourism industry and an item of promotional material related to the chosen organisation's product or service and aimed at a particular target market. Note: strand d requires a second L&T organisation to be investigated for comparison.

Guidance on Completion of this Form

- 1 **One** sheet should be used for each candidate.
- 2 Please ensure that the appropriate boxes at the top of the form are completed.
- 3 Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- 4 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.

Please see over

Criteria			Teacher Comment	Location	Mark
a1 Identify the products and/or services with pricing structures for the chosen organisation. 0 1 2	a2 Provide a detailed description of the products and/or services and pricing structures for the chosen organisation. 3 4	a3 Analyse the products and/or services provided by the organisation in relation to the pricing structures. 5 6			
b1 Identify at a basic level how the products and/or services are made available. 0 1 2	b2 Describe fully how the organisation makes its products and/or services available. 3 4 5	b3 In addition to a full description, recommend one alternative approach which the organisation could make to improve availability of its products/services. 6 7			
c1 Identify at a basic level the market research activities undertaken by the organisation to meet the needs of different customers. 0 1 2 3	c2 Provide a detailed description of the market research activities undertaken by the organisation to identify market segments. 4 5	c3 Evaluate the market research activities undertaken by the organisation in terms of cost effectiveness. 6 7			
d1 Comment briefly on the promotional materials/marketing mix of both organisations. 0 1 2 3 4	d2 Suggest other relevant promotional techniques and materials both organisations could use to promote themselves and their products/services. 5 6	d3 Compare the promotional techniques and materials used by one organisation with those used by the other leisure and tourism organisation. 7 8			
e1 Produce a basic SWOT analysis for the chosen organisation. 0 1 2 3 4	e2 Produce a detailed SWOT analysis for the chosen organisation. 5 6 7	e3 Analyse the SWOT technique for the chosen organisation identifying areas the organisation needs to consider for future development. 8 9			
f1 Produce a piece of promotional material that includes the basic information for an identified target audience. 0 1 2 3 4 5 6 7	f2 Produce an item of promotional material that shows imagination and is appropriate for a stated target audience. 8 9 10	f3 Demonstrate ability to plan and produce their promotional materials, stating aims, objectives, target audience and evaluate the finished product. 11 12 13			
Total/50					