

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

Unit Title	1 Creating a marketing proposal			Unit Code	F240	Session		Year	
Centre Name							Centre Number		
Candidate Name							Candidate Number		
<b>Evidence:</b> You investigate a medium- to large-sized business and produce a marketing proposal to launch a new product or service of your choice within the context of your chosen business.									
Criteria			Teacher Comment				Page No.		
<p><b>AO1.1:</b> You identify marketing objectives, the role functional areas can play in supporting marketing activity and the different parts of the marketing mix; much of your evidence requires further clarification and elaboration;</p> <p>[0 1 2 3 4 5]</p>	<p><b>AO1.2:</b> you demonstrate a sound understanding of marketing objectives, the role functional areas can play in supporting marketing activity and the different parts of the marketing mix; however, your evidence, at times, does not demonstrate sufficient depth;</p> <p>[6 7 8 9 10]</p>	<p><b>AO1.3:</b> you demonstrate a clear and comprehensive understanding of marketing objectives, the role functional areas can play in supporting marketing activity and the different parts of the marketing mix; your evidence displays both breadth and depth.</p> <p>[11 12 13 14 15]</p>							
<p><b>AO2.1:</b> Your marketing proposal is over-theoretical with only a basic attempt to apply it to the needs of the customer within the chosen business context; your presentation skills are limited and visual aids and/or other techniques, used to engage your audience, show a limited fitness for purpose; you demonstrate limited clarity and coherence with only basic use of business terminology – errors of grammar, punctuation and spelling may be noticeable and intrusive;</p> <p>[0 1 2 3 4 5]</p>	<p><b>AO2.2:</b> you apply your marketing proposal to the needs of the customer within the chosen business context; your presentation skills are sound and the majority of visual aids and other techniques, used to engage your audience, show a fitness for purpose; you demonstrate clarity and coherence, with appropriate use of business terminology – there may be occasional errors of grammar, punctuation and spelling but these are not intrusive;</p> <p>[6 7 8 9 10]</p>	<p><b>AO2.3:</b> you target your marketing proposal to the specific needs of the customer within the chosen business context; your presentation skills are highly effective and the visual aids and other techniques, used to engage and inform your audience, show a clear fitness for purpose; you demonstrate clarity, coherence and fluency with effective and confident use of appropriate business terminology – there are few, if any, errors of grammar, punctuation and spelling.</p> <p>[11 12 13 14]</p>							

Criteria			Teacher Comment	Page No.
<p><b>AO3.1:</b> Your analysis and interpretation of your market research is limited in scope and does little to inform the development of the marketing proposal;</p> <p style="text-align: right;"><b>[0 1 2 3 4]</b></p>	<p><b>AO3.2:</b> your analysis and interpretation of your market research is sound, informing the development of the marketing proposal;</p> <p style="text-align: right;"><b>[5 6 7 8]</b></p>	<p><b>AO3.3:</b> your analysis and interpretation of your market research is thorough and comprehensive and there is an extensive focus on targeting your research and analysis into the development of the marketing proposal.</p> <p style="text-align: right;"><b>[9 10 11 12]</b></p>		
<p><b>AO4.1:</b> You make weak judgements on the likely success of your marketing proposal, with little or no attempt to offer supporting evidence;</p> <p style="text-align: right;"><b>[0 1 2 3]</b></p>	<p><b>AO4.2:</b> you make appropriate judgements on the likely success of your marketing proposal, supported by an attempt to construct reasoned arguments;</p> <p style="text-align: right;"><b>[4 5 6]</b></p>	<p><b>AO4.3:</b> you make appropriate, realistic judgements on the likely success of your marketing proposal, supported by strong evidence and reasoned, logical arguments.</p> <p style="text-align: right;"><b>[7 8 9]</b></p>		
<b>Total/50</b>				
If this work is a re-sit, please tick	Session and Year of previous submission		Please tick to indicate this work has been standardised internally	

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website ([www.ocr.org.uk](http://www.ocr.org.uk)).

**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 Please enter *specific* page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- 4 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.
- 5 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.