

<b>Getting Ready For <i>Level 3 Extended Certificate in Business Camtech</i></b>		
Your Name		
CAMTEC Level 3 Extended Certificate in Business year 1	Marketing Unit	Summer 2024

**We are delighted you have chosen to study Cambridge Technical Extended Certificate in Business at Worthing College.**

**Instructions:** This pack will help you make the best possible start to studying this subject.

The tasks in this pack:

- should take you **about 8 hours to complete**.
- Should be completed either by hand on paper, or on a word document which you should print ready to hand in.
- should be handed into your teacher when teaching starts – **from Monday 9th September** – with your name on it for assessment.
- are also available on the internet – follow the links in the document.

**If you need help:** The tasks are designed to get a bit more difficult as you work through them as they are preparing you for studying at a higher level and to become an effective independent learner. You should try to get as far as you can working on your own but if you do need help, please email us at [gettingreadyfor@worthing.ac.uk](mailto:gettingreadyfor@worthing.ac.uk), telling us which Getting Ready For pack you are working on and what help you need. Help is available throughout the summer holidays.

<b>Skills Focus for this Getting Ready for Pack</b>	
Research skills Summary skills	Explanation skills Comprehension skills

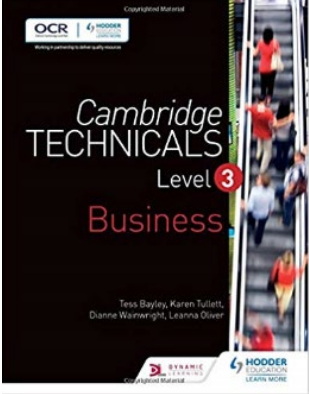
## Work Experience week

All year 1 students are required to participate in a week-long work placement during their first year of study. You will be expected to locate one week's worth of work placement and submit your work experience form before October half term.

### Placement Dates:

L2/L3 students on double /triple qualifications:	1 week course-specific placement, expected placement dates will be confirmed by the course leaders at the beginning of September.
Students with 2 or more single subjects:	1 week placement during the Easter holidays or w/c 23 June 2025

You can find the work experience form [HERE](#)  
More information and guidance can be found [HERE](#)

Target Grade	Type of task	Task and subject specific skill reference	Deadline
All	Getting organised	<p><b><u>Material to purchase ready for September:</u></b></p> <ul style="list-style-type: none"> <li>• Large folder (A4 ring binder)</li> <li>• A4 writing paper</li> <li>• Pens/pencils/highlighters</li> <li>• Calculator (basic one is sufficient)</li> <li>• Course Textbook:</li> </ul>  <p>Cambridge Technicals Level 3 Business Authors: Bayley, Tullett, Wainwright and Oliver Hodder Education ISBN 978 1 4718 7479 6</p> <p>Search on Hodder education/Amazon/Ebay. Note the textbook covers all units for the two year programme</p>	From 9 <sup>th</sup> September 2024
All	Research Summary Explanation Comprehension	<p style="text-align: center;"><b><u>Introduction to Marketing</u></b></p> <p>Read the following and then complete all the tasks either on paper or on a word document ready to hand in. Make sure that you clearly label your work with each task number.</p> <p>Marketing is a very important function for any business. Marketing is the process in a business of identifying customer needs and satisfying those needs at a profit in such a way that the customer will buy the product or service again and again.</p> <p>In other words, it is the art of making it as easy as possible to get potential customers to buy products and services. In a very competitive and dynamic business environment, marketing is important to the whole business, as without it the business will be unable to sell its products and services at a profit.</p> <p>Marketing involves the following activities:</p> <ul style="list-style-type: none"> <li>• finding out who your customers are – known as market segmentation</li> <li>• finding out what your customers want – known as market research</li> <li>• producing a product or service that meets their needs</li> <li>• calculating a price that customers will pay</li> <li>• promoting the product or service to persuade customers to buy it</li> <li>• making the product or service available to buy at the right place</li> </ul>	From 9 <sup>th</sup> September 2024

## Task 1

Explain why the following products and services have to be marketed and give three examples for each on how they could be marketed:

1. a new movie to be shown in cinemas
2. mobile phones
3. a sofa retailer carrying out a sale
4. a locally owned and independent fast-food outlet located on a busy street.

## Task 2

Which of the following activities would the marketing function of a business carry out? Explain your reasoning.

1. selecting the right materials to make a product
2. deciding on the types of products a business will sell to its customers
3. designing a television advertising campaign
4. paying bills to suppliers
5. deciding where to sell the product or service
6. employing people to help sell the product or service
7. finding out who buys the product or service
8. deciding how much to charge for the product or service
9. asking customers what they think about a product or service.

### Identifying and understanding Customers

Without customers, a business will fail. Any successful business must be able to identify potential customers and then be able to understand the reasons why customers are willing to pay for the products or services the business is selling. Businesses that are attentive to customer needs will be rewarded with customers that are loyal and continue to spend their money on the business' products and services. Every product or service a business sells must be aimed at potential customers; a business needs to consider what the needs of the customers are before it decides to invest in developing, producing and selling a product or service.

Many new businesses have failed as they assumed that customers would buy their product or service – they failed to identify customers and consider what the customers needed. Established and successful businesses have also introduced new products that were not popular with customers and turned out to be failures.

### Task 3

In 1985 the Coca-Cola Company took arguably the biggest risk in the consumer goods history, announcing that it was changing the formula for the world's most popular soft drink. This turned out to be a disaster for the company. Use the internet to carry out research to find out what happened and why it was a disaster. You should write 100 words (approximately).

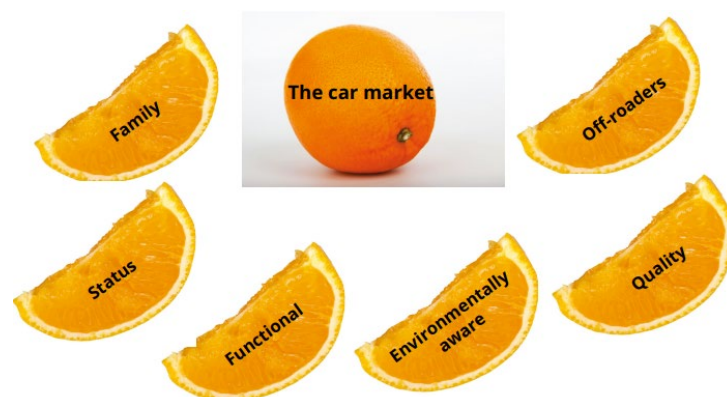
#### Market Segmentation

To identify the right customers and find out what they need, a business may segment the market. This means that if a business sells its products to a wide range of people – its market – it may divide these into smaller groups called segments. Market segmentation splits up a market into different groups (segments) to enable a business to better target the relevant customers with its products. This allows the business to make different products to meet the different needs of each group. Think of the whole market as an orange which is made up of many segments; when you eat an orange, you will break off a segment. Each segment can represent a different group within the whole market.



The market segment at which a business aims its products is called its target market. The market is divided into groups of people with similar characteristics, each group making up one segment. The different segments will have products or services with common features or made up of customers that make buying decisions which are based on common factors.

A good example of how a market is segmented is the car market. The following segments below are possible ways the car market is divided into different market segments – these are based on the needs of the customer:



## Task 4

A. For each of the car segments identified in the orange segments above, explain the needs of the customers in each segment. Think about what they might want the car to look like and what features they might think important, what price they might be willing to pay (low-medium-high), where the car should be promoted and advertised and how/where the customers would like to purchase the car.

B. Businesses can use several recognisable and targetable market segments, these include:

- age
- gender
- income
- geographical location
- lifestyle

Identify what segment the following cars will be in:

1.



2.



3.





## Task 5

A business will offer products that will appeal to people of certain ages. For example, businesses such as Cadbury, Kellogg's, Heinz and McDonald's all include products that are aimed at young children. Many products are specifically aimed at teenagers and there is a growing market for products and services aimed at the over 60s, often referred to as the 'grey market'.

You are the marketing manager for McDonald's UK. You are concerned that you are not selling many of your products to the over 60 age group. You must develop a new product that appeals to this segment of the market and increases sales. Suggest a new product that could be developed which could be aimed at the over 60s. Describe the product, the ingredients it might contain, the packaging and any other relevant details. You could even explain how McDonalds could promote their product. Your description should be at least 100 words.

*Beware – children, teenagers and young families are the main customers of McDonald's, so your new product must fit into the product range and the image McDonald's has but must be targeted at the over 60s.*

### **Market Research**

Market research is concerned with finding out information about the market in which a business operates. It involves collecting data that can be analysed to find out about customers, competitors and market trends.

Market research will attempt to discover what potential customers need and what they want to buy to enable the business to make decisions which are more likely to lead to success.

## Task 6

Watch the Two Teachers' video about 'Primary Market Research' in the link to the right. Whilst you watch the video, complete the tasks below to apply your knowledge. <https://youtu.be/bplrEiKjnyE>

1. Define primary market research in your own words.
2. Produce a table like the one below. Whilst watching the video, complete your table to explain the common methods of primary market research and the key benefits and drawbacks of each method. You can use the internet for research purposes to help you complete the task to a good standard.

Method of Primary Market Research	Explanation	Benefits	Drawbacks
Surveys and Questionnaires			
Focus Groups and Interviews			
Observations			
Test Marketing			

## Task 7

In your opinion, which methods of primary research are the best and worst? Justify your reasons in preparation for discussing this in class. Where possible try to support your reasons with reference to evidence to strengthen your argument. You can do some extra research to help you.

Extension

Evaluation task

Write three sentences explaining something that you have learnt from this task. If there is anything you want more explanation on, please write that too.

**From 9<sup>th</sup>  
September  
2024**



**We look forward to meeting you in  
September.**