



YEAR 12 HSC Business Studies

Topic 2 - Marketing

Due Date: Tuesday 6 th of March, Period 3 Week 6	Assessment Name: Marketing task
Mark: /25	Weighting: 25%

SYLLABUS OUTCOMES TO BE ASSESSED:

- H4 analyses business functions and processes in large and global businesses
- H5 explains management strategies and their impact on businesses
- H8 organises and evaluates information for actual and hypothetical business situations
- H9 communicates business information, issues and concepts in appropriate formats

DIRECTIVES TO BE ASSESSED:

Analyse: Identify components and the relationship between them; draw out and relate implications

Explain: Relate cause and effect; make the relationships between things evident; provide why and/or how

TASK DESCRIPTION:

Your task is to write a business report that analyses a marketing plan for an existing business

You need to:

1. Research and collect a marketing plan for a large business.
2. **Analyse** the marketing plan using the following guidelines;
 - **analyse** the extent to which each of the five elements of the marketing process is addressed
 - **explain** the areas of strength and any weaknesses in the marketing plan that may impact the business
 - make three or four realistic recommendations to improve this marketing plan
3. Write a business report from your findings. (Recommended word count: 1500 words)

You must attach a copy of the marketing plan you have analysed at the end of the report.

ASSESSMENT CRITERIA – STUDENT CHECKLIST:

You will be assessed on your ability to:

- Present a coherent and well-structured business style response that clearly communicates using appropriate business terminology and concepts.
- Utilise a marketing plan to address all aspects of the question.
- Complete and submit in the business studies period.

MARKING GUIDELINES

Check your assessment booklet for the PHS Assessment Policy

Guideline	Mark/Grade
<ul style="list-style-type: none"> - Demonstrates clear and accurate analysis of the elements present in the marketing plan H4 - Explains in detail the areas of strength and weakness in the marketing plan that may impact the business H5 - Provides three or four specific and appropriate suggestions as improvements that could be made to the marketing plan H8 - Communicates in a cohesive business report format, using appropriate business terminology and concepts H9 	21 - 25
<ul style="list-style-type: none"> - Demonstrates analysis of the elements present in the marketing plan H4 - Explains the strengths and weaknesses in the marketing plan that may impact the business H5 - Makes three or four suggestions for improvements that could be made to the marketing plan H8 - Communicates in a business report format, using appropriate business terminology and concepts H9 	16 - 20
<ul style="list-style-type: none"> - Discusses the elements present in the marketing plan H4 - Outlines the strengths and weaknesses in the marketing plan H5 - Makes some suggestions for improvements that could be made to the marketing plan H8 - Communicates in report format using business terminology H9 	11 - 15
<ul style="list-style-type: none"> - Outlines the elements present in the marketing plan H4 - Briefly outlines some strengths and weaknesses in the marketing plan H5 - Makes vague suggestions for the marketing plan H8 - Communicates using some business terminology H9 	6 - 10
<ul style="list-style-type: none"> - May mention elements of a marketing plan H4 - Refers to areas of strength and/or weakness in the marketing plan H5 - May suggest improvement/s for the marketing plan H8 - Shows limited communication skills H9 	1 - 5