



# VCert: ASK Yourself!

Subject: VCert in Business and Enterprise - Level 1

Unit: 2 – Marketing – Criteria 2.3 to 3.2

	Launching 1-2	Developing 3-4 (pass)	Progressing 5-6 (merit)	Mastering 7-9 (distinction)
 <b>S</b> skills				
<b>Application</b>	I need to be able to use business examples in work.	I can use at least one business example in work.	I can confidently use a business example in work.	I can expertly use a business example in work.
<b>Analysis</b>	I need to be able to analyse my work using a business example.	I can partially analyse my work using a business example.	I can confidently analyse my work using a business example.	I can expertly analyse my work using a business example.
<b>Evaluation</b>	I need to be able evaluate my work based on my analysis.	I can partially evaluate my work by making a limited judgement based on my analysis.	I can confidently evaluate my work by making judgements based on my analysis.	I can expertly evaluate my work by making fully supported critical judgements based on my analysis.
 <b>K</b> knowledge				
<b>2.3 Primary and Secondary research</b>	I know what primary and secondary research are.	I can define what primary and secondary research are.	I can give examples of either primary or secondary research.	I can give examples of both primary and secondary research.
<b>2.4 How a business uses Primary and Secondary research</b>	I can give examples of how real businesses might use which method.	I can state what research methods a business or enterprise would use to identify its target market.	I can give reasons for the research methods used by a business to identify its target market.	No distinction criteria.
<b>3.1 Marketing Mix</b>	I know what the Marketing Mix is.	I can outline what the Marketing Mix is.	No merit criteria.	No distinction criteria.
<b>3.2 Use of social media and the internet</b>	I know what social media and the internet are.	I can give examples of how a business can use social media and the internet for promotion.	I can give examples of why a business uses social media and the internet for promotion.	I can give examples of the problems associated with social media and the internet for promotion.