





VCert: ASK Yourself!

Subject: VCert in Business Studies - Level 2

Unit: 2 – Marketing – Criteria 2.3 to 4.1

	Launching 1-2	Developing 3-4 (pass)	Progressing 5-6 (merit)	Mastering 7-9 (distinction)
 S kills				
Application	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.
Analysis	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.
Evaluation	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.
 K knowledge				
2.3 Market research	I can identify how an organisation would research their market.	I can describe how an organisation would research its market.	I can describe in detail how an organisation would research its market.	I can describe how an organisation would research its market showing critical judgement.
3.1 Marketing Mix	I know what the marketing mix is.	I can explain what the marketing mix is.	I can explain what the marketing mix is in detail.	I can explain the marketing mix perceptively.
3.2 Social media and internet impact on promotion	I know that social media and the internet impacts promotion.	I can explore the impact of social media and the internet on promotion.	I can clearly explain the impact of social media and the internet on promotion in comparison to traditional methods.	I can explain the positive and negative impacts of social media on promotion.
4.1 Effectiveness of marketing methods	I can explain the effectiveness of different marketing methods.	I can evaluate the effectiveness of the marketing of the business example.	I can coherently evaluate the effectiveness of the aspects of marketing-indicating improvements to the business.	I can comprehensively evaluate the effectiveness of different aspects of marketing. I can show critical judgement and

				indicate improvements.
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