VCert: ASK Yourself! Subject: VCert in Business Studies - Level 2								
Jnit: 2 – Marketing – Criteria 2.3 to 4.1								
	Launching	Developing	Progressing	Mastering				
	1-2	3-4	5-6	7-9				
		(pass)	(merit)	(distinction)				
S kills								
	T	T	T Cital					
Application	I need to be able to use business	I can use at least one business	I can confidently use a business	I can expertly use				
	examples in work.	example in work.	example in work.	a business example in work				
Analysis	I need to be able	I can partially	I can confidently	I can expertly				
กานเรอเอ	to analyse my	analyse my work	analyse my work	analyse my work				
	work using a	using a business	using a business	using a business				
	business example.	example.	example.	example.				
Evaluation	I need to be able	I can partially	I can confidently	I can expertly				
	evaluate my work	evaluate my work	evaluate my work	evaluate my work				
	based on my	by making a	by making	by making fully				
	analysis.	limited judgement based on my	judgements based on my analysis.	supported critical judgements based				
		analysis.	on my analysis.	on my analysis.				
nowledge			L					
2.3 Market	I can identify how	I can describe	I can describe in	I can describe how				
research	an organisation	how an	detail how an	an organisation				
research	would research	organisation would	organisation would	would research its				
	their market.	research its	research its	market showing				
		market.	market.	critical judgement.				
3.1 Marketing	I know what the	I can explain what	I can explain what	I can explain the				
Mix	marketing mix is.	the marketing mix is.	the marketing mix is in detail.	marketing mix perceptively.				
3.2 Social media	I know that social	I can explore the	I can clearly	I can explain the				
	media and the	impact of social	explain the impact	positive and				
and internet	internet impacts	media and the	of social media and	negative impacts of				
impact on	promotion.	internet on	the internet on	social media on				
promotion		promotion.	promotion in	promotion.				
			comparison to					
			traditional					
	T can avalain the	I can evaluate the	methods.	I can				
4.1 Effectiveness	I can explain the effectiveness of	I can evaluate the effectiveness of	I can coherently evaluate the	1 can comprehensively				
of marketing	different	the marketing of	effectiveness of	evaluate the				
methods	marketing	the business	the aspects of	effectiveness of				
	methods.	example.	marketing-	different aspects				
			indicating	of marketing. I can				
			improvements to	show critical				
			the business.	judgement and				

		indicate
		improvements.