VCert: ASK Yourself!								
Subject: VCert in Business Studies - Level 2								
Jnit: 2 – Marketing – Criteria 1.1 to 2.2								
	Launching	Developing	Progressing	Mastering				
	1-2	3-4	5-6	7-9				
		(pass)	(merit)	(distinction)				
C								
S kills								
Application	I need to be able	I can use at least	I can confidently	I can expertly use a				
	to use business	one business	use a business	business example in				
	examples in work.	example in work.	example in work.	work.				
Analysis	I need to be able to analyse my	I can partially analyse my work	I can confidently analyse my work	I can expertly 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 by				
	based on my analysis.	by making a limited judgement	by making judgements based	making fully supported critical				
		based on my	on my analysis.	judgements based on				
		, analysis.	, ,	my analysis.				
K nowledge								
K nowledge								
	I can identify the	I can describe	I can provide a	I can provide a				
1.1 Aspects of	different Aspects	the different	detailed	comprehensive				
		the different Aspects of	detailed description of the	comprehensive description of the				
1.1 Aspects of	different Aspects	the different Aspects of marketing using	detailed description of the different Aspects	comprehensive description of the different Aspects of				
1.1 Aspects of	different Aspects	the different Aspects of	detailed description of the	comprehensive description of the				
1.1 Aspects of	different Aspects of marketing. I can describe	the different Aspects of marketing using examples. I can explain why	detailed description of the different Aspects of marketing using examples. I can provide a	comprehensive description of the different Aspects of marketing using examples. I can provide a				
1.1 Aspects of marketing	different Aspects of marketing. I can describe why the business	the different Aspects of marketing using examples. I can explain why the business	detailed description of the different Aspects of marketing using examples. I can provide a detailed	comprehensive description of the different Aspects of marketing using examples. I can provide a comprehensive				
1.1 Aspects of marketing	different Aspects of marketing. I can describe	the different Aspects of marketing using examples. I can explain why	detailed description of the different Aspects of marketing using examples. I can provide a detailed explanation why a	comprehensive description of the different Aspects of marketing using examples. I can provide a comprehensive explanation of why a				
1.1 Aspects of marketing	different Aspects of marketing. I can describe why the business	the different Aspects of marketing using examples. I can explain why the business	detailed description of the different Aspects of marketing using examples. I can provide a detailed explanation why a business needs	comprehensive description of the different Aspects of marketing using examples. I can provide a comprehensive explanation of why a business needs				
1.1 Aspects of marketing	different Aspects of marketing. I can describe why the business	the different Aspects of marketing using examples. I can explain why the business	detailed description of the different Aspects of marketing using examples. I can provide a detailed explanation why a	comprehensive description of the different Aspects of marketing using examples. I can provide a comprehensive explanation of why a				
1.1 Aspects of marketing	different Aspects of marketing. I can describe why the business	the different Aspects of marketing using examples. I can explain why the business	detailed description of the different Aspects of marketing using examples. I can provide a detailed explanation why a business needs	comprehensive description of the different Aspects of marketing using examples. I can provide a comprehensive explanation of why a business needs marketing and when marketing goes wrong or does not				
1.1 Aspects of marketing	different Aspects of marketing. I can describe why the business	the different Aspects of marketing using examples. I can explain why the business	detailed description of the different Aspects of marketing using examples. I can provide a detailed explanation why a business needs	comprehensive description of the different Aspects of marketing using examples. I can provide a comprehensive explanation of why a business needs marketing and when marketing goes wrong or does not meet the aims of				
1.1 Aspects of marketing 1.2 Marketing	different Aspects of marketing. I can describe why the business needs marketing.	the different Aspects of marketing using examples. I can explain why the business needs marketing.	detailed description of the different Aspects of marketing using examples. I can provide a detailed explanation why a business needs marketing.	comprehensive description of the different Aspects of marketing using examples. I can provide a comprehensive explanation of why a business needs marketing and when marketing goes wrong or does not meet the aims of that business.				
 1.1 Aspects of marketing 1.2 Marketing 2.1 Target 	different Aspects of marketing. I can describe why the business needs marketing. I know what a	the different Aspects of marketing using examples. I can explain why the business needs marketing. I can identify the	detailed description of the different Aspects of marketing using examples. I can provide a detailed explanation why a business needs marketing. I can justify	comprehensive description of the different Aspects of marketing using examples. I can provide a comprehensive explanation of why a business needs marketing and when marketing goes wrong or does not meet the aims of that business. No distinction				
1.1 Aspects of marketing 1.2 Marketing	different Aspects of marketing. I can describe why the business needs marketing.	the different Aspects of marketing using examples. I can explain why the business needs marketing.	detailed description of the different Aspects of marketing using examples. I can provide a detailed explanation why a business needs marketing.	comprehensive description of the different Aspects of marketing using examples. I can provide a comprehensive explanation of why a business needs marketing and when marketing goes wrong or does not meet the aims of that business.				
 1.1 Aspects of marketing 1.2 Marketing 2.1 Target 	different Aspects of marketing. I can describe why the business needs marketing. I know what a	the different Aspects of marketing using examples. I can explain why the business needs marketing. I can identify the various target	detailed description of the different Aspects of marketing using examples. I can provide a detailed explanation why a business needs marketing. I can justify reasons why the	comprehensive description of the different Aspects of marketing using examples. I can provide a comprehensive explanation of why a business needs marketing and when marketing goes wrong or does not meet the aims of that business. No distinction				
 1.1 Aspects of marketing 1.2 Marketing 2.1 Target 	different Aspects of marketing. I can describe why the business needs marketing. I know what a	the different Aspects of marketing using examples. I can explain why the business needs marketing. I can identify the various target markets of an	detailed description of the different Aspects of marketing using examples. I can provide a detailed explanation why a business needs marketing. I can justify reasons why the various target markets are suitable for an	comprehensive description of the different Aspects of marketing using examples. I can provide a comprehensive explanation of why a business needs marketing and when marketing goes wrong or does not meet the aims of that business. No distinction				
 1.1 Aspects of marketing 1.2 Marketing 2.1 Target market 	different Aspects of marketing. I can describe why the business needs marketing. I know what a target market is.	the different Aspects of marketing using examples. I can explain why the business needs marketing. I can identify the various target markets of an organisation.	detailed description of the different Aspects of marketing using examples. I can provide a detailed explanation why a business needs marketing. I can justify reasons why the various target markets are suitable for an organisation.	comprehensive description of the different Aspects of marketing using examples. I can provide a comprehensive explanation of why a business needs marketing and when marketing goes wrong or does not meet the aims of that business. No distinction criteria.				
1.1 Aspects of marketing 1.2 Marketing 2.1 Target market 2.2 Needs of the	different Aspects of marketing. I can describe why the business needs marketing. I know what a target market is. I can identify the	the different Aspects of marketing using examples. I can explain why the business needs marketing. I can identify the various target markets of an organisation. I can compare the	detailed description of the different Aspects of marketing using examples. I can provide a detailed explanation why a business needs marketing. I can justify reasons why the various target markets are suitable for an organisation. I can compare in	comprehensive description of the different Aspects of marketing using examples. I can provide a comprehensive explanation of why a business needs marketing and when marketing goes wrong or does not meet the aims of that business. No distinction criteria.				
 1.1 Aspects of marketing 1.2 Marketing 2.1 Target market 	different Aspects of marketing. I can describe why the business needs marketing. I know what a target market is.	the different Aspects of marketing using examples. I can explain why the business needs marketing. I can identify the various target markets of an organisation.	detailed description of the different Aspects of marketing using examples. I can provide a detailed explanation why a business needs marketing. I can justify reasons why the various target markets are suitable for an organisation.	comprehensive description of the different Aspects of marketing using examples. I can provide a comprehensive explanation of why a business needs marketing and when marketing goes wrong or does not meet the aims of that business. No distinction criteria.				

a rea	l mar	ket for a real mar	rkets for a real	
orgar	nisation. orga	anisation. org	anisation.	