




# VCert: ASK Yourself!

## Subject: VCert in Business and Enterprise - Level 1

### Unit: 2 – Marketing – Criteria 1.1 to 2.2

	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>1.1 Marketing</b>	I know what marketing is.	I can define what marketing is.	No merit criteria.	No distinction criteria.
<b>1.2 Mass and Niche Marketing</b>	I know what mass and niche marketing are.	I can define what niche and mass marketing are.	I can give an example of a business from either a mass or niche market.	I can give examples of a business from both mass or niche markets.
<b>1.3 Product and market orientation</b>	I know what market and product orientation are.	I can define what product and market orientated are.	I can give an example of a business who is either product or market orientated.	I can give examples of both product and market orientated businesses.
<b>2.1 Target markets</b>	I know what target markets are.	I can identify target markets.	I can identify the target market of a business.	No distinction criteria.
<b>2.2 Target market for different businesses</b>	I can use different businesses to exemplify target markets.	I can state the target market for 2 different types of businesses.	I can give reasons why these are the target markets for 2 different types of business.	I can give detailed reasons why these are the target markets for the 2 different types of business.