

VCert: ASK Yourself!

Subject: VCert in Business and Enterprise

Unit: Subway competition

	Launching 1-2	Developing 3-4	Progressing 5-6	Mastering 7-9
S kills				
Teamwork	I need to be able to work as a team to finish the competition.	With help I can work as part of a team.	I can operate in different roles as part of a team.	I can successfully contribute to, and/or lead, a team.
K knowledge				
Target Market	I need to know what a target market is and which group my Subway is targeted at.	I know what a target market is and have recommended who my Subway should be targeted at.	I confidently know what a target market is and can explain clearly who my Subway should be targeted at.	I understand and can evaluate the reasons why Subway target certain markets.
Unique Selling Point (USP)	I need to know what a USP is.	I know what the USP is for my sub.	I confidently explain what the USP of my sub is,	I understand and can apply my knowledge of what a USP is for my sub.
Marketing Plan	I need to know what a Marketing Plan is and complete one for my sub.	I know what a Marketing Plan is and have completed one.	I confidently know what a Marketing Plan is and have completed a detailed one.	I understand and can evaluate the different parts of a Marketing Plan.
Marketing Communications	I need to know what Marketing Communications are and choose appropriate ones for my Sub.	I know what Marketing Communications are and have chosen some to promote my Sub.	I confidently know what Marketing Communications are and have chosen a range to promote my Sub.	I fully understand and can evaluate the reasons why I have chosen the range of Marketing Communications.