





VCert: ASK Yourself!

Subject: VCert in Business and Enterprise

Unit: Branding

	Launching 1-2	Developing 3-4	Progressing 5-6	Mastering 7-9
 S skills				
Expression	I need to contribute in class.	With help I can express myself simply.	I can usually express my ideas logically and clearly.	I always express my ideas logically and clearly in different ways.
 K knowledge				
Branding	I know what branding is.	I am able to explain the importance of branding to a business.	I can analyse the importance of branding to a business of my choice.	I can evaluate the reasons why branding can be vital to the success of a business.
Market research	I know what market research is.	I understand how secondary market research can be used to gather information on a business.	I can analyse the usefulness of data gathered from secondary market research.	I can confidently use secondary market research data evaluating the usefulness of it to make decisions for a chosen business.