





VCert: ASK Yourself!

Subject: VCert in Business Studies - Level 2

Unit: 2 – Marketing – Criteria 1.1 to 2.2

	Launching 1-2	Developing 3-4 (pass)	Progressing 5-6 (merit)	Mastering 7-9 (distinction)
 S kills				
Application	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.
Analysis	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.
Evaluation	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.
 K knowledge				
1.1 Aspects of marketing	I can identify the different Aspects of marketing.	I can describe the different Aspects of marketing using examples.	I can provide a detailed description of the different Aspects of marketing using examples.	I can provide a comprehensive description of the different Aspects of marketing using examples.
1.2 Marketing	I can describe why the business needs marketing.	I can explain why the business needs marketing.	I can provide a detailed explanation why a business needs marketing.	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.
2.1 Target market	I know what a target market is.	I can identify the various target markets of an organisation.	I can justify reasons why the various target markets are suitable for an organisation.	No distinction criteria.
2.2 Needs of the target market	I can identify the needs of the target market for	I can compare the different needs of the target	I can compare in detail the different needs of the target	No distinction criteria.

	a real organisation.	market for a real organisation.	markets for a real organisation.	
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