

A242 Guidance on assessment of coursework

A242	Level 1	Level 2	Level 3
Task 1 AO2	List of dates and tasks e.g. produce questionnaire	List of tasks saying how they will complete each task	5 marks – monitoring and changes 6 marks – clear reasons given for changes
Task 3 AO1	List of how the business meets the needs of customers. Two ideas for improvements identified. No back up from specific research.	Description of ways of meeting current needs for identified target market. Understanding of needs of different customers. Two ideas for improvements relevant to marketing mix.	Two relevant ideas for improvements, explicitly linked to more than one aspect of marketing mix and linked to how ideas will have an impact on the target market.
Task 3 AO2*	Weak summary of customers and/or competitors.	Interpretation of research sound for customers and competitors.	Accurate interpretation of tables/graphs/maps/written summary etc for customers and competitors.
Task 4 AO1	List of reasons.	Description might include examples.	
Task 4 AO2	Basic promotional material.	Applied to business and target market.	Applied to business and target market and based on research.
Task 4 AO3*	Reasons for choice. Types of costs may be identified.	Reasons for choice justified and linked to target market. Types of costs included.	Evaluation of costs may consider different ways of producing and distributing promotional material.
Task 5 AO3*	Skills identified, description of what happened.	Judgements that are supported with some links to action plan.	Range of skills, in depth, balanced reflection backed with action plan. Judgement about the impact on completing the work.