**OCR-set Assignment**

**Sample Assessment Material**

OCR Level 3 Cambridge Advanced National (AAQ) in IT: Data Analytics (Extended Certificate)

Unit F206: Data and digital marketing

Give to candidates on or after X June 20XX.
Valid for assessment until 20XX. For use by students beginning the qualification in September 20XX and finishing by 20XX or 20XX

Scenario Title: Progressive Skincare UK

This is a sample OCR-set assignment which should only be used for practice**.**

This assignment **must not** be used for live assessment of students.

The live assignments will be available on our secure website, ‘Teach Cambridge’.

**The OCR administrative codes linked to this unit are:**

* unit entry code F206
* certification code H119

**The regulated qualification number linked to this unit is:**

K/651/0974 610/3997/4

**Duration**

About 15 hours of supervised time (GLH)

(work that **must** be completed under teacher supervised conditions)

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# Information and instructions for teachers

## Using this assignment

This assignment provides a scenario and set of related tasks that reflect how data is used in digital marketing to plan and create an effective digital marketing campaign.

The assignment:

* Is written so that students have the opportunity to meet the requirements of all assessment criteria for the unit.
* Will tell students if their evidence must be in a specific format. If the task does not specify a format, students can choose the format to use.
* **Must** be completed under teacher supervision. Any exceptions to this will be stated in the assessment guidance.

We have estimated that the assignment will take about 15 hours to complete. Students should need approximately:

* 3 hours to complete Task 1
* 4 hours to complete Task 2
* 4 hours to complete Task 3
* 4 hours to complete Task 4

You **must**:

* Use an OCR-set assignment for summative assessment of students.
* Familiarise yourself with the assessment criteria and assessment guidance for the tasks. These are given at the end of each student task. They are also with the unit content in **Section 4** of the Specification.

Assessment guidance is only given where additional information is needed. There might not be assessment guidance for each criterion.

* Make sure students understand that the assessment criteria and assessment guidance tell them in detail what to do in each task.
* Read and understand **all** the rules and guidance in **Section 6** of the Specification **before** your students start the set assignments.
* Make sure that your students complete the tasks and that you assess the tasks fully in line with the rules and guidance in **Section 6** of the Specification.
* Give your students the OCR Level 3 Alternative Academic Qualification Cambridge Advanced National in IT: Data Analytics in IT: Data Analytics [**Student guide to NEA assignment**](https://www.ocr.org.uk/Images/620503-student-guide-to-nea-assignments.pdf)**s** **before** they start the assignments.

You **must** **not**:

* Use live OCR-set assignments for practice or formative assessment. This sample assessment material **can** be used for practice or formative assessment.
* Use this sample assessment material for live assessment of students.
* Allow group work for **any** task in this assignment.
* Change any part of the OCR-set assignments or assessment criteria.

**Pages 1-4** are for teachers only. Please do **not** give **Pages 1-4** to your students.

You can give **any** or **all** of the pages **that follow** to your students.

# Tasks for students and assessment criteria

**Unit F206: Data and digital marketing**

**Scenario Title:** Progressive Skincare UK

Give to candidates on or after X June 20XX.
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Scenario

Progressive Skincare UK wants to market a new brand of skincare products. Their target audience for the new skincare products are people between 17 and 32 years old with disposable income. They have decided to launch a digital marketing campaign aimed specifically at their target audience.

Data from a market research company has been purchased by Progressive Skincare UK. You have been asked to analyse the data and to develop a digital marketing campaign for the new skincare products based on the results of your analysis. You will need to present your campaign to Progressive Skincare UK using the data to justify your proposals.

This data file has been provided:

* PS\_Social\_Media\_Stats

You **must** use this data to plan your digital marketing campaign.

## Task 1

**Data Analysis**

Topic Areas 1, 2 and 3 are assessed in this task.

**The task is:**

Analyse the provided data, produce a report of the results of the analysis and make recommendations.

Your evidence **must** include:

* A report.
* Visual representation of the data analysis results.

**Use the assessment criteria below to tell you what you need to do in more detail.**

|  |  |  |
| --- | --- | --- |
| **Pass**  | **Merit**  | **Distinction**  |
| **P1: Describe** the client requirements. (PO2) |  |  |
| **P2: Analyse** provided data using data analysis techniques.(PO4) | **M1: Describe** the results of data analysis.(PO4) | **D1: Explain** and **justify** which digital marketing tools will be used in the digital marketing campaign based on the analysis.(PO3) |
| **P3: Visually** present results of data analysis.(PO4) |

**Assessment Guidance**

This assessment guidance gives you information to meet the assessment criteria. There might not be additional assessment guidance for each criterion.  It is only given where it is needed. You must read this guidance before you complete your evidence.

|  |  |
| --- | --- |
| **Assessment Criteria** | **Assessment guidance** |
| P1 | * There is no assessment guidance for this criterion.
 |
| P2 | * Data analysis techniques are identified in **Unit F202**.
* Students can analyse the data in any way that is relevant to the scenario. This can include removing some parts of the data ahead of analysis, if appropriate.
 |
| P3 | * Methods of visualisation are identified in **Unit F200**.
* Students can use any method that is relevant to the scenario and the analysis.
 |
| M1 | * **M1** is linked to **P2** and **P3**.
 |
| D1 | * **D1** is linked to **P2**, **P3** and **M1**.
 |

**Advice**

* Your report can be a written report, a presentation with detailed speaker notes, a video of presenting the information, or a spreadsheet.

## Task 2

**Campaign planning**

Topic Areas 1 and 3 are assessed in this task.

**The task is:**

Plan the digital marketing campaign based on the results of the analysis of the data from **Task 1**. Present your plan in a report.

Your evidence **must** include:

* A report about the proposed campaign.

**Use the assessment criteria below to tell you what you need to do in more detail.**

|  |  |  |
| --- | --- | --- |
| **Pass**  | **Merit**  | **Distinction**  |
| **P4: Describe** the aim and purpose for the digital marketing campaign.(PO2) | **M2: Plan** timescales including publishing times for digital marketing campaign content.(PO4) | **D2: Identify** and **justify** metrics and/or key performance indicators to measure the success of the digital marketing campaign.(PO3) |
| **P5: Describe** how the digital marketing mix will be used in the digital marketing campaign.(PO2) | **M3:** **Explain** how the digital marketing mix and marketing funnel will meet the clients’ requirements.(PO2) |  |
| **P6: Describe** how the sections of the digital marketing funnel will be used in the digital marketing campaign.(PO2) |  |
| **P7: Produce** outline ideas of content for a digital marketing campaign including channels to be used.(PO4) | **M4:** **Justify** the proposed content formats in relation to digital marketing channels.(PO3) |  |

**Assessment Guidance**

This assessment guidance gives you information to meet the assessment criteria. There might not be additional assessment guidance for each criterion.  It is only given where it is needed. You must read this guidance before you complete your evidence.

|  |  |
| --- | --- |
| **Assessment Criteria** | **Assessment guidance** |
| P4 | * There is no assessment guidance for this criterion.
 |
| M2 | * There is no assessment guidance for this criterion.
 |
| D2 | * There is no assessment guidance for this criterion.
 |
| P5 | * Students **must** include all the elements of the marketing mix that are relevant to the proposed digital marketing campaign.
 |
| P6 | * Students **must** include all the elements of the digital marketing funnel that are relevant to the proposed digital marketing campaign.
 |
| M3 | * There is no assessment guidance for this criterion.
 |
| P7 | * There is no assessment guidance for this criterion.
 |
| M4 | * There is no assessment guidance for this criterion.
 |

## Task 3

**Creating content**

Topic Areas 1, 4 and 5 are assessed in this task.

**The task is:**

Create prototype content for your digital marketing campaign.

Your evidence **must** include:

* Your content prototypes.

**Use the assessment criteria below to tell you what you need to do in more detail.**

|  |  |  |
| --- | --- | --- |
| **Pass**  | **Merit**  | **Distinction**  |
| **P8: State** and **explain** choice of keywords to be used in the digital marketing campaign.(PO2) |  | **D3: Explain** how content style is used to meet the client requirements, aims and purpose of the digital marketing campaign.(PO2) |
| **P9: Produce** prototypes of digital marketing content to be used in the digital marketing campaign.(PO4) | **M5:** **Justify** content produced in relation to client requirements.(PO3) |

**Assessment Guidance**

This assessment guidance gives you information to meet the assessment criteria. There might not be additional assessment guidance for each criterion.  It is only given where it is needed. You must read this guidance before you complete your evidence.

|  |  |
| --- | --- |
| **Assessment Criteria** | **Assessment guidance** |
| P8 | * The explanations do **not** have to be based on research.
 |
| P9 | * There is no assessment guidance for this criterion.
 |
| M5 | * There is no assessment guidance for this criterion.
 |
| D3 | * There is no assessment guidance for this criterion.
 |

**Advice**

* You do **not** need to create original assets for your prototype.
* You **must** reference any assets you use from external sources, e.g. the website address.

## Task 4

**Pitching and evaluating**

Topic Areas 5 and 6 are assessed in this task.

**The task is:**

* Produce and deliver a pitch to your client to gather feedback about your digital marketing campaign.
* Update your plans based on the feedback received.
* Evaluate the processes you followed.

Your evidence **must** include:

* A report and/or a written presentation and/or a video recording.

**Use the assessment criteria below to tell you what you need to do in more detail.**

|  |  |  |
| --- | --- | --- |
| **Pass**  | **Merit**  | **Distinction**  |
| **P10: Produce** an executive summary of a proposed digital marketing campaign.(PO4) |  |  |
| **P11: Present** a proposed digital marketing campaign to stakeholders and gather feedback.(PO4) | **M6:** **Analyse** feedback on a proposed digital marketing campaign.(PO3) | **D4:** **Adapt** proposal for digital marketing campaign based on feedback received.(PO3) |
| **P12: Describe** the processes followed in developing a digital marketing campaign.(PO2) | **M7: Explain** what could be done differently when developing future digital marketing campaigns.(PO3) | **D5:** **Evaluate** how far the processes used allowed the development of a digital marketing campaign to meet client requirements.(PO3) |

**Assessment Guidance**

This assessment guidance gives you information to meet the assessment criteria. There might not be additional assessment guidance for each criterion.  It is only given where it is needed. You must read this guidance before you complete your evidence.

|  |  |
| --- | --- |
| **Assessment Criteria** | **Assessment guidance** |
| P10 | * The executive summary can be presented as a document in its own right, or as part of the pitch.
 |
| P11 | * Acceptable formats for this are: written report, written or verbal presentation.
* Evidence of presentation can be the report, the written presentation, or a video recording.
* Evidence of gathering feedback can be notes or a report.
* The teacher provides the feedback. Feedback should focus on potential improvements to the marketing campaign. The feedback **must** allow for analysis (**M6**) and adaptations to be explored (**D4**).
 |
| M6 | * There is no assessment guidance for this criterion.
 |
| D4 | * There is no assessment guidance for this criterion.
 |
| P12 | * There is no assessment guidance for this criterion.
 |
| M7 | * There is no assessment guidance for this criterion.
 |
| D5 | * There is no assessment guidance for this criterion.
 |

# NEA Command Words

The table below shows the command words that may be used in the NEA assignments and/or assessment criteria.

|  |  |
| --- | --- |
| **Command Word**  |  **Meaning**  |
|  **Adapt**  | * Change to make suitable for a new use or purpose
 |
|  **Analyse**  | * Separate or break down information into parts and identify their characteristics or elements
* Explain the different elements of a topic or argument and make reasoned comments
* Explain the impacts of actions using a logical chain of reasoning
 |
|  **Assess**  | * Offer a reasoned judgement of the standard or quality of situations or skills. The reasoned judgement is informed by relevant facts
 |
|  **Calculate**    | * Work out the numerical value. Show your working unless otherwise stated
 |
|  **Classify**  | * Arrange in categories according to shared qualities or characteristics
 |
|  **Compare**  | * Give an account of the similarities and differences between two or more items, situations or actions.
 |
|  **Conclude**  | * Judge or decide something
 |
|  **Describe** | * Give an account that includes the relevant characteristics, qualities or events
 |
|  **Discuss** (how/whether/etc)  | * Present, analyse and evaluate relevant points (for example, for/against an argument) to make a reasoned judgement
 |
|  **Evaluate**  | * Make a reasoned qualitative judgement considering different factors and using available knowledge/experience
 |
|  **Examine**  | * To look at, inspect, or scrutinise carefully, or in detail
 |
|  **Explain**  | * Give reasons for and/or causes of something
* Make something clear by describing and/or giving information
 |
|  **Interpret**  | * Translate information into recognisable form
* Convey one’s understanding to others, e.g. in a performance
 |
|  **Investigate**  | * Inquire into (a situation or problem)
 |
|  **Justify**    | * Give valid reasons for offering an opinion or reaching a conclusion
 |
|  **Research**  | * Do detailed study in order to discover (new) information or reach a (new) understanding
 |
|  **Summarise**  | * Express the most important facts or ideas about something in a short and clear form
 |

We might also use other command words but these will be:

* commonly used words whose meaning will be made clear from the context in which they are used
* subject specific words drawn from the unit content.