

Marketing Extended Response

Evaluate the effectiveness of the marketing process in achieving the goals of a business.

Criteria	Mar
<ul style="list-style-type: none"> ● Makes a judgement based on criteria about the effectiveness of the marketing process in achieving the goals of a business ● Applies relevant case study/studies and contemporary business issues ● Presents a sustained, logical and cohesive response and communicates clearly using relevant business terminology and concepts 	17-20
<ul style="list-style-type: none"> ● Makes some judgement about the effectiveness of the marketing process in achieving the goals of a business ● Uses relevant case study/studies and contemporary business issues ● Presents a logical and cohesive response using relevant business terminology and concepts 	13-16
<ul style="list-style-type: none"> ● Provides characteristics and features of the marketing process and/or the goals of a business ● May refer to case study/studies and contemporary business issues ● Communicates using business terminology and concepts 	9-12
<ul style="list-style-type: none"> ● Sketches in general terms the marketing process ● May refer to case study/studies and contemporary business issues ● Communicates using some business terminology and concepts 	5-8
<ul style="list-style-type: none"> ● Makes limited reference to the marketing process ● May identify case study/studies ● Uses basic business terminology 	1-4

Answers could include:

The marketing process

- situational analysis – SWOT, product life cycle
- market research
- establishing market objectives
- identifying target markets
- developing marketing strategies
- implementation, monitoring and controlling – developing a financial forecast; comparing actual and planned results, revising the marketing strategy

N.B For every stage of the marketing process that students mention, they must make a judgement about how that particular process can help a business achieve their goals.