

## Marketing Extended Response

Analyse how the marketing process can help a business sustain its competitive advantage and contribute to business success.

Criteria	Marks
<ul style="list-style-type: none"><li>● Comprehensively draws out and relates the implications of how the marketing process can help a business sustain its competitive advantage and contribute to business success</li><li>● Applies relevant case study/studies and contemporary business issues</li><li>● Presents a sustained, logical and cohesive response and communicates clearly using relevant business terminology and concepts</li></ul>	17-20
<ul style="list-style-type: none"><li>● Relates the cause and effect of how the marketing process can help a business sustain its competitive advantage and contribute to business success</li><li>● Uses relevant case study/studies and contemporary business issues</li><li>● Presents a logical and cohesive response using relevant business terminology and concepts</li></ul>	13-16
<ul style="list-style-type: none"><li>● Provides characteristics and features of the marketing process and/or competitive advantage</li><li>● May refer to case study/studies and contemporary business issues</li><li>● Communicates using business terminology and concepts</li></ul>	9-12
<ul style="list-style-type: none"><li>● Sketches in general terms some of the marketing process</li><li>● May refer to case study/studies and contemporary business issues</li><li>● Communicates using some business terminology and concepts</li></ul>	5-8
<ul style="list-style-type: none"><li>● Makes limited reference to the marketing process</li><li>● May identify case study/studies</li><li>● Uses basic business terminology</li></ul>	1-4

### **Answers could include:**

#### *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 each stage of the marketing process that students mention, they must go into the implications regarding how specifically undertaking that process can help a business sustain its competitive advantage and contribute to business success*