

# Observation Record

<b>Access to HE Diploma Title</b>	Business Management
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Unit Code (s)	Unit Title	Level	Credit Value
QU012345	Marketing	3	3

<b>Assignment Title</b>	
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## Description of Activity

For a chosen market and business, create a presentation that:

- critically assesses the concepts of market segmentation
- analyses the market research methods that could be used by the organisation for the development of a new product
- apply the marketing mix to establish which element is the most important for the organisation.

Assessment Criteria being Assessed	Evidence to support achievement of assessment criteria (No reference to be made to grading)
1.1	Joan provided some good and clear definitions in her presentation. She was also able to provide examples and consider limitations of the concepts on market segmentation.
2.1	A good range of market research methods were used with the presentation to support her arguments and she was able to critically analyse each type of research looking at both the advantages and disadvantages of each type of research method in terms of cost, reliability and needs of the business.
3.1	Joan was able to apply the elements of the marketing mix to real product examples for the organisation and analyse each element to determine the most important 'P' of the marketing mix.

<b>Learner Name</b>	Joan Smith
<b>Assessor</b>	Jenny Briggs
<b>Date of Activity</b>	07/06/2022