



# Pearson BTEC Sample Set Assignment Brief

## Single Part Assessment

### Unit 3 – Developing a Customer Communications Plan

For use with:

## Pearson BTEC International Level 3 qualifications in Marketing

**Diploma / Extended Diploma**

<b>Advised hours</b>	10 hours
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**For completion by the centre**

<b>Qualification (select as appropriate)</b>	Diploma/ Extended Diploma
<b>Assessment date</b>	



## Instructions to Teachers/Tutors and/or Invigilators

The Pearson Set Assignment will be assessed internally by the centre using the unit Assessment Criteria detailed in the qualification specification. The assignment will be sampled by the Standards Verifier as part of the standards verification annual centre visit.

### Conditions of supervision

The Pearson Set Assignment should be undertaken in conditions that assure the authenticity of outcome. This may require supervision.

We advise that the Pearson Set Assignment be completed in sessions that come to a total of 10 hours. The Pearson Set Assignment should not be shared with learners prior to the start of the assessment period. Teachers/tutors are responsible for security of the Pearson Set Assignment and materials.

### Outcomes for Submission

Learners may submit handwritten or word-processed evidence OR Learners must complete this set assignment on a computer using word processing software. Learners must save their work regularly and ensure that all materials can be identified as their work.

Learners must submit their own, independent work as detailed in the set assignment. Each learner must complete an authentication sheet.

## Instructions to Learners

Read the Set Assignment Information and Set Assignment carefully.

You will be asked to carry out specific activities using the information provided. You will be given a specific time period to complete the assignment.

At all times you must work independently and must not share your work with other learners. You must complete an authentication sheet and submit this along with your work. This document contains the information you need to prepare for the Set Assignment.

## Set Assignment Information

You have a job role as a marketing assistant at Healthy Snacks. The business produces a range of vegetable-based snacks, predominantly bought by 18-30 year olds. They are now looking to move into snacks for the fitness industry which particularly address the need for high-protein snacks on-the-go. They currently sell their products solely online, but they have recently developed relationships with local gyms to sell them directly to customers in new vending machines.

Currently there are no customer communications in place to target this new market. They are looking to get a bank loan of £5,000 to fund the communications.

You have been asked to create a customer communications plan and present this to your colleagues. Your manager has given you the following brief (figure 1) to investigate the customer communications process for the new high-protein snack.

### Customer Communications Plan – BRIEF

The new high-protein snack is to launch direct to customers in gyms via a vending machine. The customers to be targeted are:

- Gym goers (aged 30-50) who are interested in increasing their protein intake to aid their fitness
- Health-conscious individuals who want a quick and convenient between-meal snack

Create a communications plan and materials for the high-protein snacks. The following marketing objectives have been set:

- To increase customers by targeting a new market of gym goers and health-conscious individuals within the next 6 months
- To increase customers from an older demographic

You will be required to present this to your manager in order to secure a bank loan of £5,000

## Set Assignment

You must complete ALL activities.

### ACTIVITY 1

Firstly, you need to produce a report which meets the objectives outlined in the brief. The report must include details in the context of the high-protein snack and must be detailed, justified and well-developed.

The report must include:

- The relevant customer communications processes and development (both internal and external) for the high-protein snack
- Details of the relevant customer communications tools that could be used for the high-protein snack using relevant research
- the similarities and differences of various effective customer communication tools and processes that could be used for the high-protein snack
- a thorough customer communications plan for the high-protein snack which includes:
  - an assessment of the objectives given and their importance in the customer communications planning
  - a rationale for the plan
  - an evaluation of the needs and characteristics of the target audience
  - appropriate/ well-developed message content and appeal, consistency and frequency and its fit with the target customer
  - a communications mix including online and offline channels
  - segmentation, targeting and positioning
  - media and coverage
  - resources: technological, physical, human and financial
  - constraints, risks and contingency planning: timescales, budget, ethics, competition
  - an explanation of the importance of measuring and evaluating the customer communications plan in terms of meeting the set objectives
  - a description of the online, offline, financial and non-financial metrics/tools for measuring the effectiveness of the customer communications plan
  - measurables and evaluation criteria of the customer communications plan

Secondly, you need to develop communication materials for the implementation of your customer communications plan. You must ensure that these materials:

- use relevant tools and processes
- fully meet the needs and characteristics of the target audience needs of Healthy Snacks and its target customers.

The materials can be added as an appendix to your report.

This activity covers learning aims A and B.

AB.D1, B.M2, A.M1, A.P1, A.P2, B.P3, B.P4

## ACTIVITY 2

You are required to create and deliver a presentation of your report findings to your colleagues.

- Create a well-structured multimedia presentation using the work you have completed for Learning Aims A and B. You should: select key information from your plan and materials to present your findings in a concise way
- make sophisticated and logical connections between the message, communication mix and the objectives
- present your plan, materials and content using the most appropriate and effective methods available to you (online or face-to-face)
- be fluent with your communication skills and have a professional tone
- meet the needs of your audience by:
  - formatting your presentation appropriately
  - using appropriate technical/ marketing language
- respond to audience questions in a confident and analytical manner, demonstrating in-depth knowledge and understanding of your customer communications plan and materials.

After you have completed your presentation, you need to collect audience feedback and use your own self-reflection.

You will then need to complete a reflection of your plan, materials and presentation. You will need to include:

- an evaluation of the effectiveness of the plan, materials and presentation in relation to the objectives, measurables and deliverables
- Recommendations for the improvement of the plan, materials and presentation that are justified based on audience feedback

This activity covers learning aim C.  
C.D3, C.M3, C.P5, C.P6