



Pearson BTEC Sample Set Assignment Brief

Single Part Assessment

Unit 7 – Generating Customer Loyalty

For use with:

Pearson BTEC International Level 3 qualifications in Marketing

Foundation Diploma/Diploma / Extended Diploma

Advised Supervised hours	10 hours
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For completion by the centre

Qualification (select as appropriate)	Foundation Diploma/ Diploma/Extended Diploma
Assessment date	

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 ten 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 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, together with notes prepared. 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 period to complete the assignment including time to prepare summary notes to support you during the assessment.

Your tutor will advise you of the scheduled sessions for this work. Your notes should:

- be individually and independently prepared by you
- contain a maximum of 4 sides of A4, either handwritten or typed
- use short, bullet-point style information, and cannot contain long narrative pieces of text.

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 are working as a part-time assistant in the marketing department of an organisation that is considering introducing strategies to generate customer loyalty. You have been asked to report on the strategies used to generate customer loyalty of this organisation, and how it contributes to the achievement of the objectives of that organisation.

You will report on how a customer loyalty strategy has worked in the organisation you have been researching.

Set Assignment

You must complete ALL activities

ACTIVITY 1

You have been asked to carry out research and write a report on the customer loyalty strategies based on your individual investigations of a selected organisation. The report will evaluate how customer loyalty contributes to it achieving its organisation objectives.

Independent Research

- a) You should start by choosing **one** suitable organisation that generates customer loyalty. You will need to carry out independent research into why this organisation uses customer loyalty strategies and investigate how this contributes to achieving the objectives of the organisation. This research will be used to support your report.

The report

- b) Your report should include:
 - an introduction to your chosen organisation and an identification of its organisation objectives e.g. an increase in the quality of service offered to existing customers and increased competitive advantage.

- an explanation of the purpose of generating customer loyalty, and an analysis of the importance of this to your chosen organisation and how the generation of customer loyalty can benefit both an organisation and its customers
- supported judgements of the extent to which generating customer loyalty can contribute achieving the organisation's objectives and therefore the importance of generating customer loyalty.

This activity covers learning aim A.
A.D1, A.M1, A.P1, A.P2

ACTIVITY 2

Your manager has now asked you to carry out research and write a report in two sections that looks in detail at how generating customer loyalty is used in the organisation you previously selected.

Independent Research on a selected organisation

- a) After previously researching **why** an organisation generates customer loyalty, you now need to carry out research into **how** the selected organisation uses it and whether it is effective. This could include information from the organisation's website, screenshots etc. This will be used to illustrate and support your report.

b) The report

In relation to your selected organisation, the first section of your report should:

- explain the types of information – behaviour prediction **and** customer profiling and categorisation – is used to develop customer loyalty activities in the organisation
- explain the impact of customer loyalty on its marketing mix (ensure you cover all 7Ps)
- give details of the inter-relationship between the use of behaviour prediction **and** customer profiling and categorisation in developing customer relationships
- evaluate the importance of behaviour prediction **and** customer profiling and categorisation to the development and implementation of successful customer loyalty strategies.

The second section of your report should:

- explain key factors in developing customer loyalty including financial and non-financial methods
- explain how your selected organisation measures its effectiveness in sustaining customer loyalty.
- give details of the inter-relationship between the financial and non-financial methods and how these attract and retain customers
- make judgments on the effectiveness of these methods in relation to customer loyalty and purchasing behaviour.

This activity covers learning aims B and C
C.D3, B.D2, C.M3, B.M2, B.P3, B.P4, C.P5, C.P6