



QUALIFI ASSESSMENT DOCUMENT

Qualification	QUALIFI Level 7 Diploma in Strategic Marketing
Qualification No (RQF)	610/2615/3
Unit Name	Consumer Behaviour and Market Communications
Unit Reference	J/650/7076
No of Credits	20 Credits

Introduction

Prior to attempting this coursework assignment, Learners must familiarise themselves with the following policies:

- Centre Specification
 - o Can be found at <https://qualifi.net/qualifi-level-7-diploma-in-strategic-marketing/>
- Qualifi Quality Assurance Standards
- Qualifi Quality Policy Statement

Plagiarism and Collusion

In submitting the assignment Learner's must complete a statement of authenticity confirming that the work submitted for all tasks is their own. The statement should also include the word count.

Your accredited study centre will direct you to the appropriate software that checks the level of similarity. Qualifi recommends the use of <https://www.turnitin.com> as a part of the assessment.

Plagiarism and collusion are treated very seriously. Plagiarism involves presenting work, excerpts, ideas or passages of another author without appropriate referencing and attribution.

Collusion occurs when two or more learners submit work which is so alike in ideas, content, wording and/or structure that the similarity goes beyond what might have been mere coincidence

Please familiarise yourself on Qualifi's Malpractice and Maladministration policy, where you can find further information

Referencing

A professional approach to work is expected from all learners. Learners must therefore identify and acknowledge ALL sources/methodologies/applications used.

The learner must use an appropriate referencing system to achieve this. Marks are not awarded for the use of English; however, the learner must express ideas clearly and ensure that appropriate terminology is used to convey accuracy in meaning.

Qualifi recommends using Harvard Style of Referencing throughout your work.

Appendices

You may include appendices to support your work, however appendices must only contain additional supporting information, and must be clearly referenced in your assignment.

You may also include tables, graphs, diagrams, Gantt chart and flowcharts that support the main report should be incorporated into the back of the assignment report that is submitted.

Any published secondary information such as annual reports and company literature, should be referenced in the main text of the assignment, in accordance of Harvard Style Referencing, and referenced at the end of the assignment.

Confidentiality

Where a Learner is using organisational information that deals with sensitive material or issues, they must seek the advice and permission from that organisation about its inclusion.

Where confidentiality is an issue, Learners are advised to anonymise their assignment report so that it cannot be attributed to that particular organisation.

Word Count Policy

Learners must comply with the required word count, within a margin of +10%. These rules exclude the index, headings, tables, images, footnotes, appendices and information contained within references and bibliographies.

When an assessment task requires learners to produce presentation slides with supporting notes, the word count applies to the supporting notes only.

Submission of Assignments

All work to be submitted on the due date as per Centre's advice.

All work must be submitted in a single electronic document (.doc file), or via Turnitin, where applicable.

This should go to the tutor and Centre Manager/Programme Director, plus one hard copy posted to the Centre Manager (if required)

Marking and grades

Qualifi uses a standard marking rubric for all assignments, and you can find the details at the end of this document.

Unless stated elsewhere, Learners must answer all questions in this document.

Learning Outcomes and Assessment Criteria

Learning Outcomes	Assessment Criteria
When awarded credit for this unit, a learner will:	Assessment of this learning outcome will require a learner to demonstrate that they can:
1. Understand the fundamental psychological, sociological, structural and cultural factors that influence buying behaviour.	1.1 Analyse the concept of customer buying behaviour concerning an organisation's product/services. 1.2 Evaluate the role of consumer behaviour in developing effective marketing programmes. 1.3 Differentiate between different types of decision-making processes in B2C, B2B and C2C Contexts.
2. Understand the relevance of particular theories, Factor, models and concepts related to consumer behaviour.	2.1 Evaluate the impact of the application of appropriate theories, concepts and models that influence and impact consumer decision-making process, supported by specific examples and contexts. 2.2 Examine the external and individual factors that influence consumer behaviour using models of customer buying behaviour. 2.3 Evaluate the process of adoption of new products and services.
3. Understanding the marketing research process and customer insight in different contexts including digital contexts.	3.1 Analyse the concepts and processes of developing customer insight in B2C, B2B & C2C contexts. 3.2 Analyse factors that affect consumer behaviour and misbehaviours in digital and social media contexts. 3.3 Evaluate and design a marketing research study for developing customer insight in different contexts. 3.4 Evaluate the principles and benefits of Customer Relationship Management.
4. Understand the process of managing customer experience, customer relationship management and market communication.	4.1 Analyse the relationship between consumer behaviour consumer experience and consumer communication. 4.2 Develop a plan to enhance customer experience and customer relationship management. 4.3 Evaluate factors that determine the choice of a message and media for effective customer communications to manage consumer relationship. 4.4 Analyse the elements of an effective consumer communications strategy including

	digital media strategies to manage customer relationship. 4.5 Evaluate a range of metrics to measure the success of the communication strategy to manage customer relationship.
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Assignment Question

SM702	Consumer Behaviour and Market Communications	
Formative Assessment:		Formatting Requirements:
Explain the value of Consumer Relationship Management to a company or organisation of your choosing. Your answer must include: • An outline of the principles of Customer Relationship Management • An identification of how these principles are applied in the organisation, with the intended benefits • A discussion of the challenges that are likely to arise for Consumer Relationship Management in the near future		700-900 words Justified alignment Single-spaced 12pt Times New Roman font Use an appropriate referencing system for footnotes and citations
Summative Assessment:		Formatting Requirements:
Evaluate how a company or organisation of your choosing measures the success of its Customer Relationship Management. Your answer must include: • An outline of the metrics it uses, and the reasons for doing so • An identification of the uses to which these metrics have been deployed, and the changes that have resulted • A judgment of the relative effectiveness and explanatory power of the different metrics used.		3000-4000 words Justified alignment Single-spaced 12pt Times New Roman font Use an appropriate referencing system for formatting and citations

Marking Scheme

	Distinguished	Excellent	Good	Proficient	Basic	Marginal	Unacceptable
Criteria	80+	70	60	50	40	30	0
Content (alignment with assessment criteria)	Extensive evaluation and synthesis of ideas; includes substantial original thinking	Comprehensive critical evaluation and synthesis of ideas; includes coherent original thinking	Adequate evaluation and synthesis of key ideas beyond basic descriptions; includes original thinking	Describes main ideas with evidence of evaluation; includes some original thinking	Describes some of the main ideas but omits some concepts; limited evidence of evaluation; confused original thinking	Largely incomplete description of main issues; misses key concepts; no original thinking	Inadequate information or containing information not relevant to the topic
Application of Theory and Literature	In-depth, detailed and relevant application of theory; expertly integrates literature to support ideas and concept	Clear and relevant application of theory; fully integrates literature to support ideas and concepts	Appropriate application of theory; integrates literature to support ideas and concepts	Adequate application of theory; uses literature to support ideas and concepts	Limited application of theory; refers to literature but may not use it consistently	Confused application of theory; does not use literature for support	Little or no evidence of application of theory and relevant literature
Knowledge and Understanding	Extensive depth of understanding and exploration beyond key principles and concepts	Comprehensive knowledge and depth of understanding key principles and concepts	Sound understanding of principles and concepts	Basic Knowledge and understanding of key concepts and principles	Limited and superficial knowledge and understanding of key concepts and principles	Confused or inadequate knowledge and understanding of key concepts and principles	Little or no evidence of knowledge or understanding of key concepts and principles
Presentation and Writing Skills	Logical, coherent and polished presentation exceeding expectations at this level; free from errors in mechanics and syntax	Logical, coherent presentation demonstrating mastery; free from errors in mechanics and syntax	Logical structure to presentation; makes few errors in mechanics and syntax which do not prohibit meaning	Orderly presentation; minor errors in mechanics and syntax	Somewhat weak presentation; errors in mechanics and syntax may interfere with meaning	Confused presentation; errors in mechanics and syntax often interfere with meaning	Illogical presentation lacking cohesion; contains significant errors that interfere with meaning
Referencing	Advanced use of in- text citation and references	Mastery of in-text citation and referencing	Appropriate use of in-text citation and referencing	Adequate use of in- text citation and referencing	Limited use of in- text citation and referencing	Inadequate use of citation and referencing	Little or no evidence of appropriate referencing or use of sources

Instructor's Comments:

FOR INSTRUCTORS/MARKERS ONLY:

Directions for Using the Qualifi Rubric:

1. For each of the criteria listed in the first column, circle one box in the corresponding column to the right which best reflects the student's work on this particular assessment activity (e.g., project, presentation, essay).
2. Provide specific feedback to a student about each of the criteria scores he/she earned by writing comments and suggestions for improvement in the last row titled "Instructor's comments."
3. To arrive at a mark, total the boxes and divide by 5 to arrive at final

mark. **Example:**

	Distinguished	Excellent	Good	Proficient	Basic	Marginal	Unacceptable
Range	80-100	70-79	60-69	50-59	40-49	35-39	0-34

Criteria	Score
Content	50
Application of Theory and Literature	40
Knowledge and Understanding	50
Presentation/Writing Skills	40
Referencing	40
Total Score	220/5 = 44, Basic



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