

## NCEA AS90840 L1 - The Marketing Mix

### Marking Schedule

Student:

1. Product	N	A	M	E
a) Describe the product.				
b) Fully explain a function of the product.				
c) Fully explain the product's unique selling point.				
d) Fully explain one feature of the product's physical packaging.				
e) Draw a product life cycle diagram and plot the current position of your product.				
f) Explain the reason(s) for your choice of position of your product on the product life cycle.				
2. Price				
a) State the price of the product.				
b) Draw a graph that compares the price to the prices of at least two competitors' products.				
c) Fully explain the reasons for the prices of the different products shown on your graph.				
d) Identify and fully explain the product's pricing strategy.				
3. Place				
a) Identify and fully explain the main channel of distribution.				
b) Fully explain the channels of distribution used by competitors.				
c) Identify other channels of distribution that could be used.				
3. Promotion				
a) Describe three characteristics of the target market.				
b) Fully explain how the promotion strategy appeals to the target market.				
c) Fully explain the methods used within the promotion strategy.				

### Overall Judgement Statement for the Standard

Consider all evidence presented and make a holistic judgement using the following guide

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>● At least 8 of the marketing mix answers at achieved level.</li> </ul>	<ul style="list-style-type: none"> <li>● Minimum of Achieved including at least 5 at Merit level.</li> <li>● At least 1 merit for each element of the marketing mix</li> </ul>	<ul style="list-style-type: none"> <li>● Minimum of Achieved including at least 5 at excellence level.</li> <li>● At least 1 excellence required for each element of the marketing mix</li> </ul>