

Student Study Guide

WELCOME

Welcome to your distance learning pack. You should find in your pack all the information required to complete your programme of study and we wish you success in your endeavours. This studyguide gives you information about how to study, what is included in your learning pack, how to contact your tutor and how to take your assessment. If you find anything needs further explanation please contact your tutor in the first instance.

PACK CONTENTS

In your enclosed pack you should find:

- Course Workbooks
- Personal development plans
- Assessment materials
- Studyguide

STUDYGUIDE

These notes are intended to familiarise you with the study materials and to help you to organise your studies. You will find everything you need to learn about your programme and to prepare for the assessment in a friendly and easy to use format; set out in subject areas which correspond to the course syllabus. The materials are specially written for people who wish to study in their own time and at their own pace. If you do have any difficulties with the materials or need any help, speak to your tutor in the first instance

We wish you well with your studies and would appreciate feedback on how this pack may be improved. For this purpose an evaluation form is included in the pack.

This learning package is designed for people who cannot, or do not, wish to be tied to a day-release College based training course. This has many benefits but requires planning and self-motivation to be successful. The notes below may be helpful in ensuring that the pack provides good preparation for your test:

- study small manageable sections at a time. It is better to study regularly than to try and digest large amounts of information in one go
- find a quiet place in which to concentrate without distractions
- plan a study schedule - and stick to it! Remember that most people have an attention span of about half an hour, after which it becomes increasingly difficult to take more in
- make notes of key points and facts as you work through the material. This will be a valuable aide-memoir for revision and helps new concepts to be understood and remembered more clearly
- test yourself regularly - both by going over your notes and using the self-test questionnaires. It will help to do this at the start of each study session to remind you of previous learning, and at the end of each session

- if you find a section particularly difficult, seek help from your tutor. It may also be useful to plan your study so that there is a mixture of content in each session - some reading and some activities for example. This gives variety which helps maintain concentration.

ADDITIONAL RESOURCES

When undertaking your programme, although you will have received all the study materials required to complete your course, you may find that you require additional resources such as background reading material, a computer or simply somewhere quiet to study. If you are taking your course as part of a college programme you should find that the college will be only too pleased to arrange access to their learning resource centre which will be equipped with reading material, computers for accessing the internet and for preparing notes and assignments etc. Your tutor will help you to find the nearest college centre.

TUTOR SUPPORT

Each student is appointed a tutor who is there to help you through your studies and provide assistance if required. The tutor will issue your training materials and advise on how and when he/she can be contacted and will also agree a timescale over which you plan to complete your course.

MEASURING PROGRESS AND ASSESSMENT

The study pack contains a number of important elements to promote not only knowledge of the principles being taught, but to help you put ideas into practice and to demonstrate your learning for the Certificate. These elements are described below. Please familiarise yourself with each item and if in doubt, ask your tutor about how to complete each activity and the timescale required:

EXERCISES

Each module of the pack contains a selection of exercises. These are designed to help you measure your progress by giving feedback on how much you have learned and most importantly, encouraging you to put your learning into practice. These can also be used at the end of each study session, when completing a chapter, and at the start of a session so as to refresh your memory. The exercises are not part of your ASET assessment. They are there to help you and your tutor who may wish to review them as part of checking your progress.

LEARNING SUMMARY & PERSONAL DEVELOPMENT PLAN

At the end of EACH module, you should complete a "Learning Summary and Personal Development Plan". This is designed to encourage you to reflect on the module contents and clarify in your mind:

- What are the key learning points?
- Why are they important to businesses?
- What actions do you plan to take to improve your effectiveness?
- How will you go about putting actions into practice?

This will help you to gain greatest benefit from the learning programme and provides guidance to your tutor on your progress. Again these do not form part of your formal assessment but will assist your tutor in monitoring your progress.

WRITTEN ASSIGNMENTS

The ASET certificate is gained partly by successfully completing the enclosed assignments [together with an end of course multi-choice questionnaire]. Your tutor will set a timetable for submission of assignments but generally speaking you should complete the assignment, which consists of a series of short answer questions once you have completed that study module.

For each assignment you should answer each question giving sufficient information to enable your tutor to assess your progress. Answers can be completed in the spaces provided but where necessary you should continue your answers on a separate sheet of paper.

Please remember that these assignments are a major part of your assessment for the ASET Certificate and the information given should provide evidence of your understanding of the course notes, and how it applies in a practical business situation.

The purpose of the assignments is to demonstrate that you have understood the principles and can relate them to a practical situation. It is important therefore to provide the necessary evidence to enable your tutor to assess your work against the criteria set for your award.

Questions can be answered relatively briefly and the space provided is an indication of the amount of information needed. You may submit assignments hand written or word-processed. If using other than the form provided please ensure that it is clear which question you are answering.

You will be assessed against three criteria:

- demonstrate that you have read and understood the relevant course text
- demonstrate that you can relate concepts to a practical situation
- present ideas in a clear and logical manner

When composing your answers to assignment questions you should try to bear the above criteria in mind.

MULTI - CHOICE END TEST

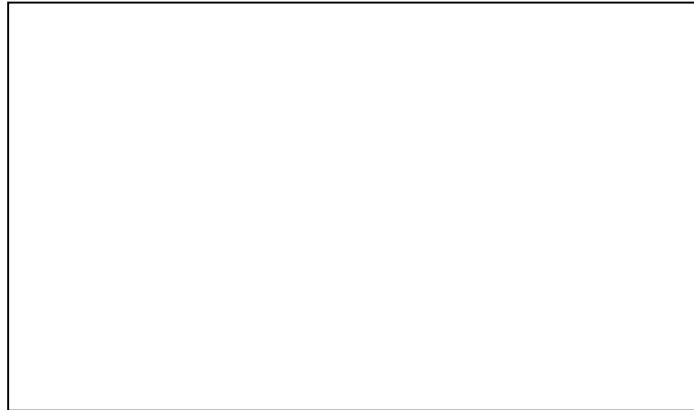
The second aspect of assessment for your award is a multi-choice style end-test.

The end test, consisting of 40 multi-choice questions, will be arranged by your tutor at an agreed time. The questions are based on the course content and are designed to test your understanding of the concepts described.

The based is made up of knowledge based questions drawn from across the course syllabus. Although full instructions will be provided at the time, by your tutor, you should ensure that throughout your studies you make revision notes to help remember and revise key facts and concepts.

TUTOR SUPPORT

To help you with any difficulties in studying your course please contact your tutor. Contact details can be inserted below providing you with a convenient reminder:



AND FINALLY....

We hope that the materials in your open learning pack prove to be easy to use and helpful in preparation for the assessment. They have been created with care and we are confident that they will prove to be valuable. However we constantly update materials in light of new regulations and student feedback. Therefore we would welcome any comments and suggestions you may have which you should feedback through your tutor

Business Marketing Certificate

Assignment One - Marketing Your Business

First name

Family Name

Student Number

Date completed

College

Q1	Briefly outline the purpose of market research and the benefits of good market research to your business
-----------	---

--

Q2	Describe typical customers of your business, including characteristics such as age, gender, interests etc to pinpoint your descriptions
-----------	--

--

Q3	Describe what your typical customer may want in terms of the four P's – Product, Price, Place and Promotion
-----------	--

--

Q4	Identify the factors which give your business a competitive edge, concentrating on those factors which distinguish you from your competitors
Q5	List the forms of desk research which would provide your company with the information upon which to base your market research
Q6	List six questions you could ask of your customers and potential customers in an interview or questionnaire which would assist in researching your market

Q7	Briefly analyse the strengths and weaknesses of your business
Q8	Briefly analyse the opportunities and threats facing your business
Q9	Now define your business objectives as precisely as possible and in terms of the products and services which you offer, and the markets you are aiming at

Q10	Outline the actions [at least four] which you can now take to improve the marketing of your business. These should be measurable targets, with timescales

Office Use Only:	
Assignment Score	
Tutor	Date
Verifier	Date

Business Marketing Certificate

Assignment Two - Advertising & Promotion

First name

Family Name

Student Number

Date completed

College

Q1

Describe, in advertising terms, the “position” of your firm’s products or services.

Q2

Describe the *features* and *benefits* of one of your company’s products or services.

Q3

Summarise what is meant by the mnemonic AIDA.

Q4	Consider your response to question 1, and describe the elements of an advertisement to reach your typical customer audience.
Q5	Now compose a draft advertisement for one of your products or services [this can be inserted in the space below or attached to your assignment if preferred].
Q6	Design a headline which describes your key benefit and refers to your target customer

Q7	Provide three examples of how you may create interest and desire in an advert for one of your products or services.
Q8	Describe the methods by which you might monitor and measure the effectiveness of an advert in a local newspaper.
Q9	Compose a brief press release to inform potential customers about a novel or new feature of one of your products.

Q10	Describe a sales promotion activity which could help increase your sales in the immediate short term.

Office Use Only:	
Assignment Score	
Tutor	Date
Verifier	Date

Business Marketing Certificate

Assignment Three - Personal Selling Skills

First name

Family Name

Student Number

Date completed

College

Q1	Describe how you might create selling opportunities rather than just order-taking during your firm's normal daily routine.
-----------	---

Q2	Identify which three selling factors you are best at, and three which you are least confident about
-----------	--

Q3	Consider one of the products or services of your firm and describe what are the <i>results</i> of customers purchasing and using that item
-----------	---

Q4	Create a script for greeting callers to your business on the telephone.
Q5	Identify at least two "objections" which customers might raise about your firm's products when being invited to purchase. How can these objections be overcome?
Q6	Briefly describe the three components of a sales presentation for one of your firm's products or services.

Q7	Describe three of the <i>must do features</i> of telephone selling
Q8	Consider one of the most often heard objections to selling which you encounter most in your business. How can you use the FEAR technique to overcome this?
Q9	Identify three ways in which you could become more persuasive when dealing with customers.

Learning Summary and Personal Development Plan	
Name	
Date Completed	
Module	
<p>The learning summary and personal development plan is intended to help you to identify how the course can benefit you personally, and should be completed at the end of each module of the course. The notes you make will assist in completing the module assignment and in preparing for the end-test.</p>	
PART A – LEARNING SUMMARY	
<p>Summarise the most important concepts and learning points described in this course module and describe the benefits to businesses of ensuring that good practice is adopted.</p>	
CONCEPT / LEARNING POINT	BUSINESS BENEFIT

PART B – ACTION PLAN

Complete the table below in the form of an action plan [for up to five learning points] which you or your business can benefit from, and which you plan to put into practice.

	CONCEPT / LEARNING POINT	ACTION REQUIRED TO IMPLEMENT	RESOURCES REQUIRED AND TIMESCALE FOR IMPLEMENTATION
1			
2			
3			
4			
5			

Learning Summary and Personal Development Plan	
Name	
Date Completed	
Module	
<p>The learning summary and personal development plan is intended to help you to identify how the course can benefit you personally, and should be completed at the end of each module of the course. The notes you make will assist in completing the module assignment and in preparing for the end-test.</p>	
PART A – LEARNING SUMMARY	
<p>Summarise the most important concepts and learning points described in this course module and describe the benefits to businesses of ensuring that good practice is adopted.</p>	
CONCEPT / LEARNING POINT	BUSINESS BENEFIT

PART B – ACTION PLAN

Complete the table below in the form of an action plan [for up to five learning points] which you or your business can benefit from, and which you plan to put into practice.

	CONCEPT / LEARNING POINT	ACTION REQUIRED TO IMPLEMENT	RESOURCES REQUIRED AND TIMESCALE FOR IMPLEMENTATION
1			
2			
3			
4			
5			

Learning Summary and Personal Development Plan	
Name	
Date Completed	
Module	
<p>The learning summary and personal development plan is intended to help you to identify how the course can benefit you personally, and should be completed at the end of each module of the course. The notes you make will assist in completing the module assignment and in preparing for the end-test.</p>	
PART A – LEARNING SUMMARY	
<p>Summarise the most important concepts and learning points described in this course module and describe the benefits to businesses of ensuring that good practice is adopted.</p>	
CONCEPT / LEARNING POINT	BUSINESS BENEFIT

PART B – ACTION PLAN

Complete the table below in the form of an action plan [for up to five learning points] which you or your business can benefit from, and which you plan to put into practice.

	CONCEPT / LEARNING POINT	ACTION REQUIRED TO IMPLEMENT	RESOURCES REQUIRED AND TIMESCALE FOR IMPLEMENTATION
1			
2			
3			
4			
5			

Business Programme Certificate

Summary of Assessment Evidence

Candidate Name:

Organisation:

Programme Title:

Date of Completion:

The candidate named above has successfully completed the course assignments for this programme in accordance with the awarding body criteria, and has received ongoing support and feedback during the programme.

Candidate: (Signed)

Tutor / Assessor (Signed)