

Faculty: HSIE	Subject: Yr 12 Business Studies	Topic: Marketing
Teachers: Nonnenmacher and Paine	Word limit: 1000 (+- 10%)	Due: Friday 17 th March (Week 8, Term 1)
Marks: 25	HSC Weighting: 25%	
<p>Task Requirements:</p> <p>You have been employed as a consultant by McDonald's to prepare a report to be given to McDonald's management team on the success of current marketing strategies for their products. In your report, you should:</p> <ul style="list-style-type: none"> • Outline the role of marketing for the delivery of any new or current McDonald's products. • Undertake a SWOT analysis on the marketing processes for McDonald's. Within your response, discuss the importance of the four P's. • Discuss TWO influences on the role of marketing within the business and illustrate how these influences can or have impacted on the marketing strategies of McDonald's. 		
<p>Your answer will be assessed on how well you:</p> <ul style="list-style-type: none"> • demonstrate knowledge and understanding relevant to the question • apply relevant business case study/studies and contemporary business issues • communicate using relevant business terminology and concepts • present a sustained, logical and cohesive response. 		

Outcomes:

H4: analyses business functions and processes in large and global businesses

H6: evaluates the effectiveness of management in the performance of businesses
H7: plans and conducts investigations into contemporary business issues

H8: organises and evaluates information for actual and hypothetical business

situations
H9: communicates business information, issues and concepts in appropriate formats

Marking Criteria

Criteria:	Marks:
<ul style="list-style-type: none">• Clearly identifies and incorporates case study throughout the response.• Comprehensively outlines the role of marketing for McDonalds.• Succinctly create a SWOT analysis.• Clearly and accurately links the two influences and explains their effects on marketing within the business.• Analyse the impact of contemporary issues on McDonald's marketing strategies.• Presents a logical well-developed answer to the question and clearly communicates using business terminology and concepts.	21-25

<ul style="list-style-type: none"> • Identifies and incorporates the case study throughout the response. • Outlines the role of marketing for McDonalds. • Clearly identifies two influences and explains their effect on marketing within the business. • Identifies some impacts of contemporary issues on McDonald's marketing strategies. • Presents a well-developed answer to the question and communicates appropriate business terminology and concepts. 	16-20
<ul style="list-style-type: none"> • Describes the business case study and makes some reference to them in report. • Sketches the role of marketing for McDonalds. • Identifies two influences and makes limited reference to their effect on marketing. • Provides limited information on contemporary issues. • Communicates using some correct terminology and concepts. 	11-15
<ul style="list-style-type: none"> • Describes the business case study. • Mentions the role of marketing. • Identifies up to two influences and makes limited reference to their effect on marketing. • Provides limited information on contemporary issues • Communicates using some terminology. 	6-10
<ul style="list-style-type: none"> • Makes some reference to case study. • Outlines limited role of marketing. • Lists limited information on influences on marketing. • Makes reference to a contemporary issue. • Uses basic business terminology. 	0-5