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| <b>Faculty:</b> HSIE  | <b>Subject:</b> Business Studies | <b>Topic:</b> Marketing                                       |
| <b>Teachers:</b> Nonnenmacher   | <b>Word limit:</b> 1000 (+- 10%) | <b>Due:</b> Friday 18 <sup>th</sup> March<br>(Week 8, Term 1) |
| <b>Marks:</b> 25  | <b>HSC Weighting:</b> 25%        |   |
| <p><b>Task Requirements:</b></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"> <li>• Outline the role of marketing for the delivery of any new or current McDonald's products.</li> <li>• Undertake a situational analysis on the marketing processes for McDonald's. Within your response, discuss the importance of the four P's.</li> <li>• 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.</li> </ul> |                                  |   |
| <p><b>Your answer will be assessed on how well you:</b></p> <ul style="list-style-type: none"> <li>• <b>demonstrate knowledge and understanding relevant to the question</b></li> <li>• <b>apply relevant business case study/studies and contemporary business issues</b></li> <li>• <b>communicate using relevant business terminology and concepts</b></li> <li>• <b>present a sustained, logical and cohesive response.</b></li> </ul>  |                                  |   |

**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**

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

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