

Business

Unit 2: Developing a Marketing Campaign

Part A

3 April 2017

Paper Reference

31489H

You do not need any other materials.

Instructions

- **Part A** contains material for the completion of the preparatory work for the set task.
- **Part A** should be undertaken over approximately 6 hours across a period of 2 weeks as timetabled by Pearson.
- **Part A** may be given to learners as soon as it is received so that learners can start the preparatory period in advance of the supervised assessment period.
- **Part A** is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- **Part A** should not be returned to Pearson.
- **Part B** will be taken under supervised conditions in a single 3-hour session within the 2-day period timetabled by Pearson.

Turn over ►

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Instructions to Teachers/Tutors

This paper must be read in conjunction with the unit information in the specification and the BTEC Nationals Information for Conducting External Assessments (ICEA) document. See the Pearson website for details.

Part A should be issued to learners as soon as it is received.

Learners will be expected to conduct research and preparatory work and can take up to six sides of A4 notes into the supervised assessment.

Research and preparatory work is expected to be carried out over approximately six hours of time.

Teachers/tutors cannot give any support to learners during the production of the notes and the work must be completed independently by the learner.

Centres are free to arrange the supervised assessment period how they wish provided the three hours for producing final outcomes are under the level of supervision specified, and in accordance with the conduct procedures.

Refer carefully to the instructions in this task booklet and the Instructions for Conducting External Assessments (ICEA) document to ensure that the preparatory period is conducted correctly and that learners have the opportunity to carry out the required activities independently.

Any prepared notes do not need to be submitted with the final outcomes to Pearson.

Any assessment materials not required by learners for submission must be collected and held securely by the Exams Office until the EAR deadline at which point they may be recycled or destroyed.

Instructions for Learners

Read the set task information carefully.

This contains **Part A** of the information you need to prepare for the set task.

You will need to carry out your own research and preparatory work over the next two weeks.

You will then be given **Part B** to complete under supervised conditions.

You must work independently and should not share your work with other learners.

Your teacher may give guidance on when you can complete the preparation.

Your teacher can not give you feedback during the preparation period.

Set Task Brief

You have been asked to write a proposal for a marketing campaign for a small mobile app design business. The business is aiming to successfully launch a new augmented reality game.

You are required to independently research and analyse the market for mobile games prior to the supervised assessment window. Your research should include primary and secondary data relating to:

- competitors
- market size, share and structure
- target market
- trends
- external influences.

You should research at least one marketing campaign related to the market for mobile games. You may wish to consider researching weekly/monthly marketing journals, marketing and/or advertising agency websites, business consultancies, and more general business sources.

Your research should include:

- costs
- timescales
- media used
- message communicated
- marketing mix
- appropriateness of the campaign.

You should take into consideration the validity and reliability of the data that you collect.

You do not have to produce the promotional materials.

You will be allowed a maximum of six sides of A4 of your individually prepared notes to support you during the supervised assessment.

Part A: Set Task Information

The Market for Mobile Apps including Games

A mobile application, most commonly referred to as an app, is a type of application software designed to run on a mobile device, such as a smartphone or tablet. People of all ages are now using these devices for work and leisure purposes.

With the increasing availability and reliability of public Wi-Fi and fast mobile data, more people are using mobile devices to access online services. In 2016, 46% of smartphone users played games on a daily basis. Many games use a 'freemium' business model. This refers to giving a basic service for free and then charging users for access to additional features.

The strength of the UK's mobile app development market is widely acknowledged. The UK currently has approximately 8 000 app development businesses that employ roughly 400 000 people. These businesses make money both in the UK and in export markets and are currently the largest provider of app development services outside the USA.

It is estimated that annual sales from mobile apps, including games, will exceed £4 billion in 2016, and that revenues will reach £31 billion by 2025.