# 252197 FORMATIVE ASSESSMENT

### Formative Assessment 1

#### In Pairs

Make a list of Tangible and Intangible resources which your organisation has with regards to the marketing department. Be sure to specify where these resources are located and what they are used for.

Once completed, you should present your findings in report format to the rest of the class, and prepare yourself for a questioning session from them, to explain your findings.

### Formative Assessment 2

#### In Your Groups

**PART ONE – THE PLAN**

Before you can commence, you are required to write a short marketing plan for a specific product.

In this case, the example we will make use of is a shampoo and conditioner mix which is revolutionary to the market.

Imagine for a while that this is the first time that it has been launched.

Make use of the following outline for the completion of your marketing plan.

## Using the identified resources

You have compiled a marketing plan and assembled a resource list for the marketing plan. Now you have to ensure that the resources listed on your marketing plan will be used in accordance with your planned events and in line with the specific applications you intended for it.

Always keep in mind that resources cost money, they are a vitally important link in the delivering of products/services to the organisation, but they have to be managed correctly to ensure that they deliver the expected results which they have been acquired for.

Make use of your resources list, and list two of your identified tangible resources in the space below:

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|  |

Now explain where you have sourced these resources from:

Resource 1

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|  |

Resource 2

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What are the lead (delivery) times for these resources? How long before you can have them?

Resource 1

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|  |

Resource 2

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|  |

What are your intended uses for these resources?

Resource 1

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Resources 2

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How will you allocate and implement the resources to ensure that they are ready for use and able to deliver the required results?

Resource 1

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Resources 2

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You might not always be able to source exactly what you require for the task at hand. In such a case you may have to identify and source alternatives.

In the event of the identified resources not being available, identify two alternatives for each of the resources which can be used in their place.

Resource 1 alternatives

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Resources 2 alternatives

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Making use of your identified resource list, now continue and do the same as you have just done with the tangible resources, with the intangible resources. List two of your identified intangible resources in the space below:

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Now explain where you have sourced these resources from:

Resource 1

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|  |

Resource 2

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What are the lead (delivery) times for these resources? How long before you can have them?

Resource 1

|  |
| --- |
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Resource 2

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|  |

What are your intended uses for these resources?

Resource 1

|  |
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Resources 2

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| --- |
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How will you allocate and implement the resources to ensure that they are ready for use and able to deliver the required results?

Resource 1

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| --- |
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Resources 2

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|  |

You might not always be able to source exactly what you require for the task at hand. In such a case you may have to identify and source alternatives. In the event of the identified resources not being available, identify two alternatives for each of the resources which can be used in their place.

Resource 1 alternatives

|  |
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|  |
|  |

Resources 2 alternatives

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### Formative Assessment 3

#### In Your Groups

Compile a simple list of the additional resources which your marketing plan resource list has identified and explain who are responsible for the resources, as well as where they will be stored.