# 252202 FORMATIVE ASSESSMENT

### Formative Assessment 1

#### In Your Groups

Complete the following activity and then attach it to your learner manual as part of your Portfolio of Evidence.

You are required to devise a sales promotion activity for a particular brand/item of your choice. You must document your promotional activities in your planning and they must cover the following criterion:

1. Sales promotional budgets must be set and they must be planned for according to the budget.
2. Promotional tools relevant to the type of promotion must be identified and selected.
3. Brand, product or service promotional programs must be developed in accordance with the promotional objectives.
4. The promotional program is communicated to all relevant stakeholders – an explanation of how this will be done must be provided
5. Promotional program procedures are developed to provide for adequate lead time to prepare the components of the promotion before its launch.
6. Processes to monitor the implementation and integration of promotions must be established.

### Formative Assessment 2

#### In Your Groups

As part of the previous assignment, every group had to design a marketing plan according to the given criteria.

For this section, the groups will exchange their marketing plans with one another and evaluate each others’ plans according to the criteria given.

The outcome of your findings must be done in report format and attached to this learner manual. You will also give the group feedback on your findings and allow for a discussion with the remainder of the class.

Make sure that your outcomes are properly substantiated by reasons and not just a closed ended answer.

The criteria against which you need to evaluate the other groups’ marketing and promotional plan are:

#### Promotional Tools

* Which promotional tools are identified for use?
* Are these appropriate and specific to the identified task?
* Are these tools cost effective and in line with the current market users/trends?

#### Promotional Results

* Do the results of the marketing plan meet with the results of the client/product requirements?

Is the monitoring and evaluation of the process adequate and can it assist in providing actual feedback on the marketing effort?