



JOHN EDMONDSON HIGH SCHOOL

Assessment Notification

Faculty: Social Sciences Course: Commerce Year: 9

Assessment Task: 2: Promoting and Selling Research Report

Assessment Weighting: 20% Due: Term 2 Week 4 Date: 19/5/23

Task Type: Hand in Task In Class Task Practical Task

Outcomes assessed (NESA)

- COM5-1** Applies consumer, financial, economic, business, legal, political and employment concepts and terminology in a variety of contexts
- COM5-2** Analyses the rights and responsibilities of individuals in a range of consumer, financial, economic, business, legal, political and employment contexts
- COM5-4** Analyses key factors affecting decisions
- COM5-5** Evaluates options for solving problems and issues
- COM5-6** Develops and implements plans designed to achieve goals
- COM5-7** Researches and assesses information using a variety of sources
- COM5-8** Explains information using a variety of forms
- COM5-9** Works independently and collaboratively to meet individual and collective goals within specified timeframes

Task Description/Overview

Marketing report to be submitted on CANVAS

- Each class will be given THREE lessons to work on this assignment in class (as designated by your teacher) and the remaining work must be completed at home.
- The report must be word processed and submitted in a single file on CANVAS by no later than 3pm on the due date.

Detailed Assessment Task Description

The Marketing Manager of JEDS snacks, has instructed you to develop a brand-new product for the Australian market in order to put a stop to slumping sales figures. You have been asked to complete the following task.

Write a written response in REPORT FORMAT that responds to all of the following requirements and follows the structure below.

1. A brief INTRODUCTION that covers the product concept.
2. Identify your product's TARGET MARKET. Provide a detailed list of the demographics of your target market.
3. Explain how three (3) features of your PRODUCT will appeal to your target market.
4. Research at least two COMPETITORS that appeal to your target market and explain how your new product will differentiate itself from the competition.
5. Outline the DISTRIBUTION (where it will be sold) for your new product and explain why this is a suitable way to sell it.
6. Describe and justify any PROMOTIONAL STRATEGIES that you would include in the promotional mix for your new product.
7. Create a design for the PACKAGING of the product. Annotate and explain your packaging.

Test/Examination Structure	
Section Description	Marks Available
See below	20
Total Marks for this task	
	20

Satisfactory completion of courses

A course has been satisfactorily completed, when the student has:

- Followed the course developed/endorsed by the NSW Educational Standards Authority (NESA)
- Applied himself/herself with diligence and sustained effort to the set tasks and experiences provided in the course.
- Achieved some or all of the course outcomes

Criteria	Mark
<ul style="list-style-type: none"> • Provides a detailed marketing report - including the characteristics and features of the target market demographics, marketing plan and appropriate distribution network • Presents a clear description and features of the product to be marketed • Provides wide evidence of market research and clearly explains the product differentiation strategies being used for the product • Displays effective skills to communicate complex commercial ideas and concepts • Presents a sustained, logical and cohesive report in a well-structured business format using relevant commercial information, terms, concepts. • Creates a visually appealing design of the packaging • Strong explanation and annotation of the design of the packaging • Achieves a word count of at least 600 words 	16 -20
<ul style="list-style-type: none"> • Provides a sound marketing report – the main features of the target market demographics, marketing plan and a distribution network • Presents a description and features of the product to be marketed • Provides evidence of market research and explains some points of differentiation • Displays proficient skills to communicate commercial ideas and concepts • Presents a logical cohesive response in a business report format using commercial information, terms, concepts. • Creates a somewhat appealing design of the packaging • Sound explanation and annotation of the design of the packaging 	11 -15
<ul style="list-style-type: none"> • Outlines some features of a marketing report, including the target market and location for sale of the product • Presents a basic description of the product • Completes some market research and outlines a point of differentiation from the competition • Displays limited skills to communicate commercial ideas • Presents a limited report using some terms and concepts • Creates a simple design of the packaging 	6 - 10
<ul style="list-style-type: none"> • Communicates simple commercial ideas and concepts • May present some basic information on marketing • May provide a basic description of the product • Creates a basic design of the packaging possibly with annotations 	1-5

Extra Information

Report Structure

Your response should use report structure. This means it should have a title and be broken up into sections with subheadings. For this assessment the subheadings should be the terms highlighted in the description above. Your report should have at least seven sections for this assignment and should be at least 600 words

The language of a report is formal and should be written in the third person, meaning no use of the terms “I, you, we, our, my” in your writing. You should also aim to include the terminology of the unit you are working on. See the glossary of the text for a list of key promoting and selling terms.

Annotated Product design

This is an example of a product design with annotations

Colours – red and white and best for advertising. Simple, sexy

Themes
Health and natural
Minimal and trendy

Icons
The natural ingredients to show that it comes from corn to flake with nothing else.



Target – women who are interested in health and keeping in shape

Layout/Layering
The key picture is the brand, the slight picture at the side reminds us of slim waist.
Shows natural ingredients.

USP – 2% fat
One of only cereals who have 2% fat.