



Year 12 Business Studies Assessment Task 4 2024

TOPIC: Marketing: Multimedia Presentation	MARKS: /20
SUBMISSION REQUIREMENTS: Due Date: Wednesday 7 th August 2024 (Week 3, Term 3) <i>If you are unable to submit this task, you are required to fill in an illness/misadventure form and submit it to the Deputy Principal to process.</i>	WEIGHTING: 20%
OUTCOMES TO BE ASSESSED: H6. Evaluates the effectiveness of management in the performance of businesses H7. Plans and conducts investigations into contemporary business issues	
DIRECTIONAL VERBS: Evaluate: Make a judgement based on criteria; determine the value of	
TASK DESCRIPTION: Marketing involves the development, implementation and maintenance of a marketing mix that matches the needs of customers in the target market. You are to <u>select THREE (3)</u> marketing strategies that have been implemented by Apple and evaluate the effectiveness of each by analysing opportunities to improve their market reach. To analyse opportunities to improve, you will be required to include an example of how another business has implemented your suggested improvements successfully. You can select from Qantas <u>OR</u> McDonalds as your comparative business. Marketing strategies you can select are from the 7P's which form the marketing mix: <ul style="list-style-type: none">• Product• Price• Promotion• Place (i.e. distribution)• People• Processes• Physical Evidence You are to present your findings in a multi-media presentation of your own choosing and must include both visual element (Google Slides, PowerPoint, including graphs, etc) and audio element (voice over, sound effects etc). It is recommended to use Google Slides or PowerPoint presentation programs but are not limited to these options. Students must ensure that their presentation can be accessed through CANVAS submission without error or delay. To complete this task effectively, students should choose the marketing strategies that Apple has been least successful in implementing, as this will provide you with greater scope to identify limitations and recommendations for improvement. Please note you will <u>NOT</u> be required to deliver this presentation in class.	

ASSESSMENT CRITERIA:

- Submit your task via canvas by the due date, ensuring that permission/access has been granted to view the task.
- It is expected that your presentation be between 5-10 minutes.
- A bibliography must also be included. Guidance on how to structure your bibliography is under the 'useful tips and resources' section of this notification.

You will be assessed on:

- The extent to which you have produced a multimedia presentation, incorporating different mediums
- Creativity and your ability to produce a high quality and engaging presentation with clarity of argument.
- Ability to plan and conduct thorough research as evidenced in your presentation
- Use of correct Business Studies terminology and concepts
- Ability to **evaluate** the effectiveness of the marketing strategies at Apple
- Breadth of evidence/data/sources used to substantiate your response.

USEFUL TIPS AND RESOURCES – Writing a Bibliography

A bibliography is an important means of acknowledging the sources of your information. It is important that you follow the established rules below regarding what to include in a bibliography and its correct layout.

General guidelines and information:

- keep a record of the sources you use as you go
- add your bibliography on a separately at end of your work with the heading **Bibliography**
- arrange items in alphabetical order according to author, or title when there is no author
- use italics for the main title
- take note of correct punctuation, as shown in examples
- Include the date on which you viewed website pages and add the URL.
- p. stands for page; pp. for pages.

Examples

Books

Edwards, Paul. 2006, *7 Keys to Successful Study*. ACER, Hawthorn.

Marsden, J.B. 2003, *Everything I know about writing*. Allen and Unwin, Port Melbourne.

Books with more than one author

Cameron, K., Lawless, J., and Young, C. 2000, *Investigating Australia's 20th Century History*. Nelson, Southbank.

Encyclopedia entry

'*Education*', Encyclopedia Britannica. 1998, Encyclopedia Britannica Inc., Chicago. Vol.4. p. 373.

Encyclopedia (online)

'*Literature for Children*,' World Book Online. viewed 4 June 2010, <http://www.worldbookonline.com>

Website (with author)

Credaro, Alex. *Constructing Bibliographies*. viewed June 14, 2010, http://www.geocities.com/koalakid_1999/loyola/biblio.html

Website (no author)

'*Origins of society: fact and myth*', Skwirk. viewed 6 June, 2010, <http://www.skwirk.com>.

Journal and newspaper articles

Kluger, J. 2008, '*The battle to save your memory*', Time Magazine. 12 June, pp. 52-57.

Oaten, C. 2008, '*Open your house to the sun*', The Sydney Morning Herald. 6 September, p. 3

ASSESSMENT MARKING CRITERIA – Multimedia Presentation

H6. Evaluates the effectiveness of management in the performance of businesses H7. Plans and conducts investigations into contemporary business issues	Mark	Grade
<p>The student has produced an engaging and professional presentation that incorporates highly relevant multimedia mediums. The student has demonstrated an extensive understanding of Apple’s marketing strategies and provided an in-depth explanation of at least 3, by incorporating relevant terminology and concepts. The student has provided a comprehensive evaluation of the effectiveness of each strategy used to improve Apple’s business performance through a sustained, logical and cohesive response, and provided a sophisticated analysis of opportunities for Apple to improve. They have provided detailed examples from Qantas or McDonalds to show how their suggested opportunities for Apple have been successful. The student has also integrated information from a wide range of relevant sources which are presented in an in-depth bibliography.</p>	17-20	A
<p>The student has produced an engaging presentation that incorporates highly relevant multimedia mediums. The student has demonstrated a thorough understanding of Apple’s marketing strategies and provided an in-depth explanation of at least 3, by incorporating relevant terminology and concepts. The student has provided a clear evaluation of the effectiveness of each strategy used to improve Apple’s business performance through a logical and cohesive response, and provided a detailed analysis of opportunities for Apple to improve. They have provided detailed examples from Qantas or McDonalds to show how their suggested opportunities have been successful. The student has also integrated information from a wide range of relevant sources which are presented in a detailed bibliography.</p>	13-16	B
<p>The student has produced a multimedia presentation that incorporates relevant mediums. The student has demonstrated a sound understanding of Apple’s marketing strategies and explained at least 3, by incorporating relevant terminology and concepts. The student has provided a sound evaluation of the effectiveness of each strategy used to improve Apple’s business performance through a logical and cohesive response, and provided an analysis of opportunities for Apple to improve. They have provided examples from Qantas or McDonalds to show how their suggested opportunities have been successful. The student has also integrated information from relevant sources and presented these in a bibliography.</p>	9-12	C
<p>The student has produced a basic multimedia presentation that may incorporate more than one medium. The student has demonstrated a basic understanding of Apple’s marketing strategies and may have referred to 3 in the presentation. The student has incorporated some course terminology and concepts into the response and attempted to evaluate the effectiveness of each strategy used to improve Apple’s business performance, and provided an explanation of opportunities for Apple to improve. They have provided one or more examples from Qantas or McDonalds to show how their suggested opportunities have been successful. The student has included some evidence of research and may/may not have included a bibliography.</p>	5-8	D
<p>The student has produced a limited multimedia presentation that may incorporate more than one medium. The student has demonstrated a limited understanding of Apple’s marketing strategies by referring to some. The student has included some concepts in the response and may have described the effectiveness of some of the strategies used to improve Apple’s business performance. They may describe one or more opportunities for Apple to improve. They may or may not provide an example from either Qantas or McDonalds to show how their suggested opportunities have been successful. The student may integrate information from some sources which may be presented in a bibliography type format.</p>	1-4	E