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| **Alternative Evidence Gathering Template – Internal Assessment** | | | | | | | | | | | | | | | |  | |
| These templates must only be used to record student achievement and report results where remote assessment is the only practical option and the collection of direct assessment evidence from students has not been at all possible. ‘Alternative Evidence’ is student evidence for internally assessed standards that has been seen or heard within the teaching and learning programme. These templates do not signal a reduction in what is accepted for each grade, but rather a means of summarising evidence for reporting. These templates must be viewed in conjunction with the standard and assessment advice forwarded to schools to ensure that valid, credible and reliable assessment and learning has occurred before the standard is awarded. While physical evidence of student work does not need to be attached, the assessor decisions made must also be verified internally before reporting results. | | | | | | | | | | | | | | | |
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| Student ID | | Student 1 | | | | | | | | | | | Subject | Business Studies | | Level | 3 |
| Notes | |  | | | | | | | | | | | Standard No. | 91382 | | Version | 2 |
| Standard Title | | Develop a marketing plan for a new or existing product | | | | | | | | | | | | | | Credits | 6 |
|  | | | | | | | | | | | | |  | | |  | |
| **Achieved** | | | | | | | | | **Merit** | | | | | | **Excellence** | | |
| Develop a marketing plan for a new or existing product. | | | | | | | | | Develop an in-depth marketing plan for a new or existing product. | | | | | | Develop a comprehensive marketing plan for a new or existing product. | | |
|  | | | | | | | | | | | | |  | | |  | |
| **Key requirements (list):** | | | | | | A | | | M | | | E | **Describe or attach the evidence considered.** | | | **Explain how the judgement was made.** | |
| Develop a market plan, including marketing aims, explanation of the market situation, a budgeted marketing strategy, action plan, and means of monitoring the strategy and contingency plans. | | | | | |  | | |  | | |  |  | | |  | |
| State marketing-related business knowledge, and Māori business concept/s where relevant to the marketing plan. | | | | | |  | | |  | | |  |  | | |  | |
| Develop a sound marketing plan, explaining marketing aims, fully explaining the market situation, marketing strategy, action plan and contingency plans. | | | | | |  | | |  | | |  |  | | |  | |
| Include relevant marketing-related business knowledge, and Māori business concept/s where relevant to the marketing plan. | | | | | |  | | |  | | |  |  | | |  | |
| Write a comprehensive marketing plan that evaluates the market situation and contains a thorough marketing strategy, action plans and contingency plans. | | | | | |  | | |  | | |  |  | | |  | |
| Integrate relevant marketing-related business knowledge, and Māori business concept/s where relevant to the marketing plan. | | | | | |  | | |  | | |  |  | | |  | |
|  | | | | |  | |  | | |  | | |  | | |  | |
| **Sufficiency statement** | | | | | | | | | | | | | **Internal Verification** | | | | |
| Achievement | All of A is required | | | | | | | | | | | | Assessor: Date: | | | | |
| Merit | All of A and M is required | | | | | | | | | | | | Verifier: Date: | | | | |
| Excellence | All of A, M and E is required | | | | | | | | | | | | Verifier’s school: | | | | |
| MARK OVERALL GRADE | | | N | A | | | | M | | | E | | Comments: | | | | |

For the purpose of national external moderation:

* only six WORD templates are required where available
* samples are not required to be randomly selected
* there should be one each of N, A, M, E and up to 2 others
* descriptions of evidence and explanations of judgements are not required for all other students, and a spreadsheet may be used.