



## **Level 3 Diploma in Business and Administration**

**Unit Title: Internet Marketing In Business**

**Unit Code: EXL3644**

**EQF Level: 3**

**Credit Value: 10**

**Assessment Method: Centre Devised Assignment**

### **PURPOSE OF THE UNIT**

Many businesses now operate online and to have a presence on the internet is increasingly vital in today's society. By completing this unit learners will understand the role that internet marketing has in today's workplace. They will explore the role that internet marketing has in the context of wider marketing and how businesses use the internet to maximise promotions and sales opportunities. The effect of internet marketing on society is also considered along with the challenges businesses face in achieving a global online presence. Knowledge of this will help learners to understand the role that internet marketing has in today's workplace and how it can help maximise sales and profitability when carried out well.



## ASSESSMENT AND GRADING CRITERIA

| Learning Outcome (LO)  | Pass  | Merit  | Distinction   |
|--|---|--|---|
|  | <b>The assessment criteria are the pass requirements for this unit.</b>   | <b>To achieve a merit the evidence must show that, in addition to the pass</b>   | <b>To achieve a distinction the evidence must show that, in addition to the</b> |
| <b>The learner will:</b>   | <b>The learner can:</b>   | <b>criteria, the learner is able to:</b>   | <b>pass and merit criteria, the learner is able to:</b>                         |
| LO1 Know what role internet marketing has within a modern marketing context  | AC1.1 describe the role internet marketing has in a marketing context   |  |   |
|  | AC1.2 describe how selected organisations use internet marketing  | 1M1 compare and contrast the marketing of a business that uses internet marketing with one that has no online presence                   | 1D1 evaluate the online marketing carried out by a specific business            |
| LO2 Understand the benefits of internet marketing to customers               | AC2.1 explain the benefits to customers of a business using internet marketing  |  |   |
| LO3 Understand the opportunities offered to businesses by internet marketing | AC3.1 describe the benefits and opportunities to the business of using internet marketing within the marketing mix of a selected business<br>AC3.2 explain how internet marketing has made a selected business more efficient, effective and successful |  |   |
| LO4 Understand the challenges faced by businesses using internet marketing   | AC4.1 explain the challenges of globalisation facing a selected business when using the internet as a marketing tool  | 1M2 analyse ways in which businesses have addressed three of the challenges of globalisation when using the internet as a marketing tool |   |



## **DELIVERY & ASSESSMENT GUIDANCE**

If learners have previously studied Unit 3 Introduction to Marketing, the knowledge and understanding gained will be very useful in this unit. If learners have not previously taken Introduction to Marketing it may be useful for tutors to open this unit with some of its introductory content in order to place internet marketing in its proper context.

### **Learning Outcome 1**

In small groups learners could research a range of internet marketing concepts and discuss why and how businesses market online. Learners could investigate how a variety of organisations use internet marketing. This could include looking at local businesses and identifying how they use the internet for marketing purposes, and national or global businesses. Learners should be given the opportunity to compare and contrast the use of internet marketing. They could discuss the advantages and benefits a business has that use internet marketing, over one with no online presence.

### **Learning Outcome 2**

Learners must understand how the use of internet marketing can benefit the customer. In small groups learners could use their own experience and identify how internet marketing has benefitted them as a customer. This could include how they compare and select products, the way they access and purchase music, how they purchase tickets, how they do their banking, and how they recommend products through social networking. Learners could research the benefits of internet marketing to a range of customers. They could carry out questionnaires or focus groups to find out how customers use the internet and what the advantages are. Learners could then use this data to explain the benefits of internet marketing to the customer. Learners could also research how selected businesses use internet marketing and identify what the benefits are to the businesses customers. For example, learners could use eBay where customers can sell directly to customers; and Amazon where personalisation is crucial in their online marketing success.



### **Learning Outcome 3**

Tutors could arrange for a speaker from a local business to discuss the opportunities of using internet marketing and how it has affected their business output. The learners should prepare beforehand and in small groups could select questions to ask the speaker. Learners could then review the information and present their key findings.

### **Learning Outcome 4**

The same speaker could also discuss the challenges of globalisation for their business when using internet marketing. (Tutors must therefore select a speaker whose business operates within a global market.) Alternatively, learners could select a business and use a range of case study information. In small groups learners could identify the challenges that a business would face when operating in a global market. Each group could then take one of the key challenges and research how it affects a variety of businesses. Learners could progress this further by analysing how businesses have attempted to address three of the challenges.

A visit to a business that successfully uses internet marketing will aid learners in their investigations into the benefits and challenges of internet marketing. An awareness of the swift-moving nature of this type of business is essential. New ways of marketing using the internet are emerging all the time – much of this is aimed at younger consumers and learners are likely to possess a wealth of experience from their own purchases online.