

Name / Group:

Savo Vocational College, Presideninkatu 1, FI-70100 Kuopio

Vocational Qualification in Businesss and Administration - Vocational Skills Demonstration During Work Placement

Customer Oriented Marketing - Assessment during Work Placement

Evaluation Targets	Criteria for Evaluation			Evaluation				
	Satisfactory (T1)	Good (H2)	Excellent (K3)	Task	Student	Employer	Teacher	Grade
	Student	Student	Student					
1. Work Process								
Defining Target Groups	Finds out about customers' needs and wants and acts according to them	Finds out about customers' needs and wants and acts according to them	Finds out about customers' needs and wants and acts according to them					
Competitive Edge	Demonstrates the company's main products and possible ways of delivery	Demonstrates the company's main products and possible ways of delivery	Demonstrates the company's main products and possible ways of delivery					
Tools and Working Methods	Uses the company's tools such as forms, spreadsheet, regular customer's card, calculator, pricing device, phone, fax,email and internet when assisted	Uses the company's tools such as forms, spreadsheet, regular customer's card, calculator, pricing device, phone, fax,email and internet.	Uses various kinds of tools of the company such as forms, spreadsheet, regular customer's card, calculator, pricing device, phone, fax,email and internet					
Educational Basis for Work		Follows the principles of profitability and profit margin and recognises sources of expenses according to intructions	Follows various principles of profitability and profit margin and recognises sources of expenses					

Promotional Tools - Assessment during Work Placement

Assessment Targets	Criteria for Evaluation			Evaluation				
	Satisfactory (T1)	Good (H2)	Excellent (K3)	Task	Student	Employer	Teacher	Grade
	Student	Student	Student					
1. Work Process								
Implementation of Marketing Tools e.g. Sales and PR		Uses promotional tools: sells products, designs posters and in-shop displays, writes minor brochures, flyers and ads	Uses various promotional tools: sells products, carries out advertising e.g. ads in papers, designs various brochures on paper and on CD. Uses various promotional tools such as coupon offers, quizzes and free accessories and e-tailing both as advertising medium as well as sales and purchasing medium and PR according to the marketing goals of the company. Designs posters and in-shop displays, writes minor brochures, flyers and ads					
	Command of the basics of displays and window dressing solutions	Good command of the basics of displays and window dressing solutions, cromatics, dimensions and style	Excellent command of the basics of displays and window dressing solutions, cromatics, dimensions and style					

Customer Oriented Marketing - Core Competences

Evaluation targets	Criteria for Evaluation			Evaluation				
	Satisfactory (T1)	Good (H2)	Excellent (K3)	Task	Student	Employer	Teacher	Grade
	Student	Student	Student					
5. Core Competences								
Learning Skills	Acts according to customer's needs and wants	Is initiative and adjusts knowledge and skills according to the situation	Is initiative and adjusts knowledge and skills according to the situation					
Problem-solving Skills	Asks for help in problematic situations	Acts in a creative way in various situations and solves problems	Acts in a creative way in various situations and solves various problems					
Communication Skills	Pays attention to instructions	Takes part in discussions and negotiates	Takes part in discussions and negotiates, expresses him/herself in speaking and writing					
Ethical and Aesthetic Skills	Follows the basic professional ethics and professional confidentiality procedures	Follows the basic professional ethics and professional confidentiality procedures	Follows the basic professional ethics and professional confidentiality procedures					
Team Skills	Works as agreed and according to instructions	Is able to work as a team member	Is able to work as a team member					
Sustainable Development		Takes into consideration the principles of sustainable development	Takes into consideration the principles of sustainable development in various ways and applies them					
Customer Orientation			Attends to customer satisfaction					