Supported preparation: Marketing evidence and the seven Ps

International Baccalaureate · IB Diploma · Business Management · SL

Scope and prerequisites

IB business management first assessment 2024. Business research project investigates one real organization through a conceptual lens. The toolkit and change, creativity, ethics and sustainability connect units; HL-only topics remain marked.

Mapped preparation outcomes: ib_business_management_sl.4.1, ib_business_management_
Read the matching native lesson first. Actual approved choices, evidence and final learner work remain separate.

Source vocabulary

segmentation ; **primary research** .

Explanation and worked method

Segment by relevant needs, select a target and explain a position relative to alternatives. Product, price, place, promotion, people, process and physical evidence must support that position. Research existing customers and potential non-customers; stated intention differs from purchases.

Original source / task evidence

Task: eighty existing customers like a premium design, so the cooperative predicts success with all local residents. Evaluate and design a better check.

Separate what is stated from the interpretation.
Marketing evidence and the seven Ps

Task: eighty existing customers like a premium design, so the cooperative predicts success with all local residents. Evaluate and design a better check.

Customer-only recruitment excludes people deterred by price, access or existing offers. Define the target, sample relevant groups and test a feasible offer with voluntary trial purchases. Compare willingness to pay with contribution and capacity. Explain privacy and truthful promotion. For HL international decisions, investigate local context

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rather than assuming an unchanged campaign transfers.

Independent transfer

A very large customer-only survey predicts demand from non-customers. Evaluate the inference.

Attempt independently before reading the model.

Checked original model

Sample size can reduce some random uncertainty while preserving systematic exclusion. Customers may differ in income, tastes and access. Sample the defined new target and test purchases at the proposed price before projecting sales.

These are authored formative expectations, not official IB descriptors. Accept other justified arguments with evidence and material limits.

Source and task holds

This supplement teaches the method for this part of the course. The full assessment criteria and any texts your school chooses come from your teacher.