CRITERION F

Criterion F: Marketing strategies

An invention becomes an innovation by diffusing into the marketplace. In order to increase the potential for an invention to become an innovation, marketing strategies need to be explored and implemented. Students will consider the implications of diffusing a product into the marketplace by determining the cost- effectiveness of their solution, determining the appropriate target sales price and exploring appropriate promotional strategies.
Marks
**Level descriptor**
identifies a target sales price
identifies appropriate promotional strategies for the solution.
7–9
The student: justifies an appropriate target sales price
discusses appropriate promotional strategies for the solution.
108 Design technology guide
Clarifications
Internal assessment
Justifies an appropriate target sales price
Evidence is required to justify the target sales price based on competing or similar products market need and break-even point.

Compare the cost of existing products against the cost of making a prototype and adjust costs to suit proposed scale of manufacture.

The evidence for achievement against this strand should be presented in approximately two A4 pages or the equivalent.

Discusses appropriate promotional strategies for the solution
Appropriate promotional strategies should be discussed in relation to the suggested initial production run and the nature of the target market. These could include:

advertising
sales promotion
personal selling
internet marketing
sponsorship.

The evidence for achievement against this strand should be presented in approximately two A4 pages or the equivalent.