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.