

**Unit Overview: BTEC National Extended Certificate in Business  
Year 12**

<b>Half-Term:</b>	AUT 1	AUT 2	SPR 1	SPR 2	SUM1	SUM 2	<b>No of Lessons:</b>	
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**Key Focus for Unit:**

**COMPONENT 2:- Developing a Marketing Campaign**

**Exam 70marks**

*What is the key knowledge being delivered?*

*What is the intent of this unit?*

**Component 1 Focus: Learning Aim A: Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign**

**Week 1: Principles and purposes of marketing:**

- Anticipating demand
- Recognising demand
- Stimulating demand
- Satisfying demand.

**Marketing aims and objectives:**

- Understanding customer wants and needs
- Developing new products.
- Improving profitability.
- Increasing market share
- Diversification.
- Increased brand awareness and loyalty.

**Types of market – mass and niche market.**

- Market segmentation.
- Branding, brand personality, brand image, unique selling point (USP), implications of business size for marketing activity, budgetary constraints, availability of special.

**Week 2: Influences on marketing activity**

Analysing internal and external influences affecting marketing decisions, these include:

**Internal influences:**

- cost of the campaign
- availability of finance
- expertise of staff
- size and culture of the business, sales and labelling of products, and the misuse of information.

**External influences:**

- Social
- Technological
- Economic
- Environmental
- Political
- Legal

- Ethical.

**Week 3-4: Learning B: Using information to develop the rationale for a marketing campaign.**

Purpose of researching information to identify the needs and wants of customers

- To identify target markets.
- To identify size, structure and trends in the market.
- To identify competition.

**Market research methods and use**

- Primary research, to include survey, interview, observation, trials, focus groups.
- Secondary research: o internal – business data on customers and financial records to include loyalty cards and sales records o external – commercially published reports, government statistics, trade journals, media sources.
- Importance of validity, reliability, appropriateness, currency, cost.
- Quantitative and qualitative data, when and where used.
- Sufficiency and focus of the research.
- Selection and extraction.

**Week 5-6: Developing the rationale.**

- Interpretation, analysis and use of data and other information to make valid marketing decisions.
- Identification of any further sources of information that may be required.
- Evaluation of the reliability and validity of the information obtained.
- Product life cycle

**Key Knowledge and Big Ideas:**

*What **Powerful Knowledge and Big Ideas** are explored in this Unit?  
How have these progressed from previous learning? What **gaps in knowledge** have you identified from **baselining** and how are they being closed?*

The big idea for this learning aim is **Marketing Campaign**.

Students will be required to understand marketing campaigns and plan a campaign by applying their knowledge to a given scenario

The powerful Knowledge students will learn in this learning aim will include the use of analysing data to enable them to make decisions based on data.

Gaps in learning, knowledge and skills development are addressed weekly in lessons through coursework, marking and feedback, low stake test and retrieval practice.

**Unit Assessment:**

*How will this unit be assessed?*

*What is the frequency of assessments – baselines etc?*

This component is internally assessed through coursework. Students will be given a case study two weeks before their supervised assessment, and their work will be assessed in a 3-hour window, this can be organised over several lessons. We strive to ensure all students complete with either level 3 Pass, Merit or Distinction.

Evidence of this work will be a word-processed document which assess how students apply a marketing campaign to a service provided in the case study .

<b><u>Key Skills Explored</u></b>	<b><u>Vocabulary Selected for DVI</u></b>	<b><u>Links to Previous Unit</u></b>
<ul style="list-style-type: none"> <li>• Researching internal and external factors affecting the success of SMEs.</li> <li>• Using Marketing tools and skills to create rationale for a marketing campaign.</li> <li>• Conducting and using relevant data to create budgeted marketing campaign.</li> </ul>	<p>Marketing, Influences, anticipating demand. Aims and objectives. Brand awareness. Brand loyalty. Target market. Validity Reliability Rationale Product life cycle</p>	
<b><u>Links to Careers/Employability</u></b>	<b><u>How does this unit prepare students for the next unit?</u></b>	

<p>Banking, Retail management, Entrepreneurship Human Resource Management Accounting, Economics, Marketing</p>	<p>The understanding of components 1, exploring business and component 2, marketing influence, students developed the fundamental skills of SWOT analysis and interpreting data to help prepare students develop key financial education of reading and interpreting financial data to relate business documents to the real world.</p>
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