

Unit Overview: BTEC National Extended Certificate in Business Year 12

Half-Term:	AUT 1	AUT 2	SPR 1	SPR 2	SUM1	SUM 2	No of Lessons:	20
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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: C Planning and developing a marketing campaign

Week 1-2: Marketing campaign activity

- Selection of appropriate marketing aims and objectives to suit business goals.
- Situational analysis: SWOT (Strengths, Weaknesses, Opportunities, Threats) and PESTLE (Political, Economical, Social, Technological, Legal, Environmental).
- Use of research data to determine target market.
- Use of research data to conduct competitor analysis.

Week 3-4: Marketing mix

- Product development: form and function, packaging, branding.
- Pricing strategies: penetration, skimming, competitor based, cost plus.
- Promotional advertising, public relations (PR). Sponsorship, use of social and other media, guerrilla marketing, personal selling, product placement, digital marketing, corporate image.
- Place, distribution channels: direct to end users (mail/online/auction), retailers, wholesalers.
- Extended marketing mix: people, physical environment, process.

Week 5-6: The marketing campaign.

- Content of the marketing message.
- Selection of an appropriate marketing mix.
- Selection of appropriate media.
- Allocation of the campaign budget.
- Timelines for the campaign, including monitoring.
- How the campaign is to be evaluated.

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 for a given scenario or case. Their campaign must demonstrate a good grasp of the elements of an effective marketing campaign.

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 externally assessed through controlled assessment. 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 .

<u>Key Skills Explored</u>	<u>Vocabulary Selected for DVI</u>	<u>Links to Previous Unit</u>
<ul style="list-style-type: none">Researching internal and external factors affecting the success of SMEs.	<p>Campaign Marketing Mix Competitor Analysis. Product development. Pricing. Promotion.</p>	

<ul style="list-style-type: none"> • Using Marketing tools and skills to create rationale for a marketing campaign. • Conducting and using relevant data to create budgeted marketing campaign. 	<p>Place.</p> <p>Appropriateness of marketing strategies.</p> <p>Marketing message.</p> <p>Allocation of campaign budget.</p>	
<p><u>Links to Careers/Employability</u></p>	<p><u>How does this unit prepare students for the next unit?</u></p>	
<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>	