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| **Year 12 Term 3-5 BTEC Business** | Our mission is to stimulate and challenge our students to excel and provide a desire for lifelong learning and pursue careers in the world of Business, Computing, and ICT. | | | | | |
| **Enquiry Questions: Is Primarks’ Marketing Campaign Unique?** | | | | | | |
| **Unit 2: Developing a marketing campaign**  By the end of this unit learners will have an insight into how important marketing is to business. It will enable you to make an informed choice as to whether you want to specialise in marketing in employment, training or higher education. | | | | | | |
| **Knowledge**  Students will know about… | **Application/Skills**  Students will be able to… | **Vocabulary** | **Home Learning** | **Assessment** | **Extra Resources**  **Extended Reading** | **Cultural Capital** |
| 1. Learning aim C1 Marketing campaign activity 2. Learning aim C2 Marketing mix 3. Learning aim C3 The marketing campaign 4. Learning aim C4 Appropriateness of marketing campaign   Exam skills & revision | As part of the justification of the rationale, use situational analysis to suggest appropriate marketing techniques that a given business might use.  Recommend 7Ps for a given business.  Recommend a slection of media, marketing message and budget for a given business.  Create a time plan for your marketing campaign. | Rationale  Product life cycle  SWOT  PESTLE  Competitor analysis  Product development  Sponsorship  Guerrilla marketing  Skimming  Distribution channels  Product placement  Digital marketing  Budget | Knowledge-based tests.  Exam-style questions. | Exam-style questions.  External assessment, marked by exam board. | Tutor2u  The Economist  Business Review  The Guardian  The Independent  BTEC Business books  **Linked units notes 2,3, 4,5,6 & 8** | Local entrepreneur via Zoom |