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| **Year 12 Term 1 & 2 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 the marketing campaign for Marmite good?** |
| **Unit 2: Developing a marketing campaign**Learners will examine the marketing aims and objectives for existing products/services and understand the importance of relevant, valid and appropriate research in relation to customers’ needs and wants. Learners will use given market research data and other information to make recommendations about the type of marketing campaign that a business should undertake.  |
| **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 A1 The role of marketing
2. Learning aim A2 Influences on marketing activity
3. Learning aim B1 Purpose of researching information to identify the needs and wants of customers
4. Learning aim B2 Market research methods and use
5. Learning aim B3 Developing the rationale
 | Identify and explain at least three marketing aims and objectives that a given business may have Using primary and secondary research, analyse key aspects of the given industry’s market.  | MarketingDemandAnticipatingMarket shareMass marketNiche marketDiversificationAimsObjectivesBrand awarenessCultureUnique selling pointProfitabilityTarget marketsPrimary researchSecondary researchRationaleQuantitative dataQualitative dataTrade journalsExtractionProduct life cycleValidity | Knowledge-based tests. Exam-style questions.  | Exam-style questions.External assessment, marked by exam board.  | Tutor2uThe Economist Business Review The GuardianThe IndependentBTEC Business books**Linked units notes 2,3, 4,5,6 & 8**  | Local entrepreneur via Zoom |