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|  | **Curriculum Map:** *Business Studies***Subject –** BTEC Business Level 3 NQF – **Unit 2 Developing a Marketing Campaign (31489H)** | **YEAR**12 | **EXAM BOARD****Edexcel Pearson** |

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|  | **TERM 1** | **TERM 2** | **TERM 3** |
| **What Subject knowledge we will be learning** | Learning Aim A: An Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign | Learning aim B: Using information to develop the rationale for a marketing campaign | Learning Aim C: Planning and developing a marketing campaign |
| **What skills will we be developing?** | * Understand the role and purposes of Marketing
* Understand Marketing aims and objectives and how they differ to suit the needs of the mass and niche market
* Understand implications of budgetary constraints
* Understand the external and internal influences on marketing activities.

 **Externally assessed unit****Skills:** The knowledge and skills gained from Learning aim A will be assessed externally under examination conditions.A01: Demonstrate knowledgeAO2: Analyse and interpret marketing data and informationA03: Evaluate marketing evidence to make informed judgementsA04: Be able to develop a marketing campaign***Gatsby Reference:*** This unit will give students an insight into how important marketing is to business. It will enable students to make an informed choice as to whether they want to specialise in marketing in employment,training or higher education  | * Understand the purposes of researching information to identify the needs and wants of customers
* Understand the various primary and secondary research methods used by businesses.
* Understand where and where quantitative and qualitative data is used by businesses.
* Understand the requirements of an effective marketing rationale

**Exam Skills:** Answering business case study context questions and developing a marketing rational by demonstrating understanding, application and evaluation A01, A02, A03, A04 ***Gatsby reference***: Learning aim B is taught using business marketing campaigns and material as exemplars**British values:** To ensure marketing campaigns are respectful and tolerant of diversity, religious values and cultures | * Understand the need to correlate appropriate marketing aims and objectives to suit businesses corporate goals
* understand how a range of situational analysis can be used to make marketing decisions.
* understand sustainability of marketing activities and the need for swift responses to internal and external changes.

**Exam Skills:** Range of practical and research tasks to develop the skills that learners will need to produce an appropriate marketing campaign. During teaching and learning stages, candidates will develop analytical and evaluative skills **AO1** Demonstrate knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions**AO2** Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns**AO3** Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances**AO4** Be able to develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments |
| **How will my teacher know I have learnt these things?** (When, what content and skills specifically) | Range of delivery methods will be used for this practical unit such as discussions, individual and group presentations, independent rationales for marketing campaigns will be presented and used as evidence for internal assessment. **ALL**: Will be able to demonstrate in class assessments:* The role of marketing principles and purposes in terms of anticipating, recognising stimulating and satisfying demand.
* Marketing aims and objectives and apply to a given business case study
* Impact of marketing on developing new products, improving profitability, increasing market share, diversification and increased brand awareness and loyalty.

**Most:** Will be able to demonstrate:* How marketing strategies are developed according to the types of market targeted eg mass, niche, market segmentation
* Marketing campaigns are impacted by; Branding, brand personality, brand image, unique selling point (USP), implications of business size for marketing activity, budgetary constraints, availability of specialist staff.

**SOME**: will be able to demonstrate:* Internal influences that impact the success of marketing campaigns such as; cost of the campaign, availability of finance, expertise of staff, size and culture of the business
* External influences that impact the success of marketing campaigns suc as social, technological, economic, environmental, political, legal and ethical.
 | Internally assessed Past exam case studies will be used and assessed at this stage by teacher in preparation for Summer external assessment–**ALL**: will be able to demonstrate:* Purpose of researching information to identify the needs and wants of customers and target markets
* To use research information to identify size, structure and trends in the market.
* To identify competition.

**MOST**: will be able to demonstrate;* Primary Market research methods such as survey, interview, observation, trials, focus groups in a business context
* analysis of Secondary internal research such as business data on customers and financial records to include loyalty cards and sales records
* analysis of secondary external market research such as commercially published reports, government statistics, trade journals, media sources.

**SOME**: will be able to demonstrate;* 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 and laws that must be followed
* Evaluation of the reliability and validity of the information obtained.
* Stages in Product life cycle and collation with marketing.
 | This unit is assessed externally under supervised conditions. Learners will be given a case study two weeks before a supervised assessment period in order to carry out research.The supervised assessment period is a maximum of three hours. During the supervised assessment period, learners will be required to complete a task where they prepare a rationale and then a plan for a marketing campaign for a given productor service. Pearson sets and marks the task.**Level 3 Pass**Learners will be able to demonstrate knowledge and understanding of the factors that contribute to the development of a successful marketing campaign and how the external environment can influence success. Learners show understanding of the importance of effective market research in informing decision making and contributing to business success. **Level 3 Merit** Learners can analyse unfamiliar information and data and consider the implications in the context of the business information given, making appropriate justified recommendations linked to their proposed campaign. Learners will demonstrate the ability to work within a budget and apply marketing decision-making tools when creating their marketing campaign.**Level 3 Distinction**Learners will be able to critically evaluate information and data relating to the development of a successful marketing campaign in context. They can apply a range of relevant marketing concepts and decision-making tools in order to give justified recommendations for a campaign within budget. They demonstrate a thorough grasp of the importance of effective market research in informing decision making and contributing to business success in context. Learners have a thorough understanding of the implications and necessary future actions of the campaign proposed in the context of the external environment, evidenced through sustained links to wider research**ALL**: will be able to demonstrate to a given business case study:* A Selection of Situational analysis: SWOT (Strengths, Weaknesses, Opportunities, Threats) and PESTLE (Political, Economic, Social, Technological, Legal, Environmental).
* Use research data to determine target market.
* Use research data to conduct competitor analysis.
* Planning and developing a marketing campaign
* Sound application of the Marketing mix Product development: form and function, packaging, branding.
* Strong application and analysis of 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.

**Most** w**ill** be able to demonstrate:* A comprehensive marketing campaign on a given business context.
* 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. With evidence of gantt charts and critical path analysis.
* How the campaign is to be evaluated.

**Some** will be able to demonstrate:* The appropriateness of the marketing campaign to a given business context.
* How far the marketing activity reinforces and supports brand value.
* The sustainability of their marketing activities.
* Flexibility of the campaign to enable response to both internal and external changes.
* Relevance to organisational goals.
* Appropriateness to target market.
* Legal and ethical considerations.
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