

Year 12 BTEC Marketing	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
<b>Knowledge</b>	<p><b>Unit 1: Marketing in Business</b> <i>Learning Aim A: Marketing</i> A1: Marketing A2: Marketing skills</p> <p><i>Learning Aim B: Features of different businesses</i> B1: Ownership, purpose and scope of businesses B2: Aims and objectives of businesses</p> <p><b>Unit 2: Research the Marketing of a Product or Service</b> <i>Learning Aim A: Tools and techniques used for marketing</i> A1: Marketing of a range of different types of products and services A2: Tools used for marketing A3: Techniques used for marketing A4: Extended marketing mix A5: Features of successful marketing</p> <p><b>Unit 3: Create Digital Marketing Communications</b> <i>Learning Aim A: Explore how digital marketing communications contribute to business success</i> A1: Apply digital marketing objectives A2: Digital marketing communications and channels used to meet digital marketing objectives</p>	<p><b>Unit 1: Marketing in Business</b> <i>Learning Aim C: How to create a marketing plan</i> C1: The marketing mix C2: Marketing communications C3: Brands and branding C4: Regulating marketing and advertising to customers</p> <p><b>Unit 2: Research the Marketing of a Product or Service</b> <i>Learning Aim B: Plan and implement research</i> B1: Planning process for research B2: Products and services B3: Research and collecting research data about marketing</p> <p><b>Unit 3: Create Digital Marketing Communications</b> <i>Learning Aim B: Develop ideas for digital marketing communications</i> B1: Using digital tools and techniques to develop digital marketing communication ideas B2: Setting costs for digital marketing communications</p>	<p><b>Unit 1: Marketing in Business</b> <i>Learning Aim D: How marketing information is used to identify the needs, wants and aspirations of customers</i> D1: Targeting and segmenting the market D2: Market research methods D3: Use and storage of customer information</p> <p><b>Unit 2: Research the Marketing of a Product or Service</b> <i>Learning Aim C: Analyse and present research data on marketing</i> C1: Analysing and presenting research data</p> <p><b>Unit 3: Create Digital Marketing Communications</b> <i>Learning Aim C: Create digital marketing communications for a selected product or service</i> C1: Develop digital marketing personas C2: Ethical and legal considerations of creating digital marketing communications C3: Optimising digital marketing communications C4: Using digital marketing analytics tools C5: Reviewing effectiveness of digital marketing communications against set objectives</p>	<p><b>Unit 1: Marketing in Business</b> <i>Learning Aim E: How different types of marketing are used by businesses</i> E1: Types of marketing E2: Digital marketing E3: Offline marketing E4: Factors affecting marketing</p> <p><b>Unit 4: Plan and Present a Marketing Campaign</b> <i>Learning Aim A: Plan a marketing campaign for a product or service to target a specific market</i> A1: Identifying the brief and target market A2: Planning a marketing campaign</p> <p><i>Learning Aim B: Create a marketing campaign</i> B1: Selecting an appropriate marketing mix</p>	<p><b>Unit 4: Plan and Present a Marketing Campaign</b> <i>Learning Aim B: Create a marketing campaign</i> B2: Create marketing materials appropriate for the audience</p> <p><i>Learning Aim C: Present a marketing campaign and review its success in meeting the brief</i> C1: Creating a presentation for the marketing campaign C2: Delivering a presentation for the marketing campaign C3: Using feedback to review and identify changes in the marketing campaign</p>	
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Communication</li> <li>• Preparing for work</li> <li>• Managing information</li> <li>• Self-management and development</li> </ul>	<ul style="list-style-type: none"> <li>• Communication</li> <li>• Preparing for work</li> <li>• Managing information</li> <li>• Self-management and development</li> </ul>	<ul style="list-style-type: none"> <li>• Communication</li> <li>• Preparing for work</li> <li>• Managing information</li> <li>• Self-management and development</li> </ul>	<ul style="list-style-type: none"> <li>• Communication</li> <li>• Preparing for work</li> <li>• Managing information</li> <li>• Self-management and development</li> </ul>	<ul style="list-style-type: none"> <li>• Communication</li> <li>• Preparing for work</li> <li>• Managing information</li> <li>• Self-management and development</li> </ul>	
<b>Independent Learning Link</b>	<a href="#">Business Studies - Home (sharepoint.com)</a> <a href="#">GCSE Business - Edexcel - BBC Bitesize</a>	<a href="#">Business Studies - Home (sharepoint.com)</a> <a href="#">GCSE Business - Edexcel - BBC Bitesize</a>	<a href="#">Business Studies - Home (sharepoint.com)</a> <a href="#">GCSE Business - Edexcel - BBC Bitesize</a>	<a href="#">Business Studies - Home (sharepoint.com)</a> <a href="#">GCSE Business - Edexcel - BBC Bitesize</a>	<a href="#">Business Studies - Home (sharepoint.com)</a> <a href="#">GCSE Business - Edexcel - BBC Bitesize</a>	

