

Year 12 Topics

In year 12 BTEC Business we teach two units over the course of the year. This topic table details the knowledge required for Unit 2 Developing a marketing Campaign. Each topic draws on prior learning from previous years and builds on understanding from the KS4 programme of study. Each topic develops and deepens the Core knowledge that will underpin all areas of the curriculum at KS5 and onward into undergraduate courses.

Topic	Rationale	Knowledge acquisition	Key vocabulary	Skills and enrichment
What is marketing?	Understand the key term for the unit and consider how marketing is used in real life businesses	Principles and purposes of marketing	anticipating demand, recognising demand, stimulating demand, satisfying demand	Literacy – knowledge/spelling of new vocabulary Oracy – discussion of real marketing campaigns
		What is a marketing campaign	Promotion, awareness, persuade, sales promotion, personal selling, direct marketing, public relations, media advertising, direct mail, branding	
Aims and objectives	Knowledge of key terms and themes which underpin the whole marketing campaign	Choosing an aim	Aim, broad statement, intent, strategic direction	Literacy – knowledge/spelling of new vocabulary Oracy – discussion of why an objective might be important / the meaning of each letter in SMART Independence and creativity – creation of SMART objectives
		Writing relevant, SMART objectives	Specific, measurable, achievable, attainable, relevant, realistic, time bound, time limited, focus, target, measure, checklist, performance	
		Writing a rationale	Rationale, reasons, justify, research, evidence	
Types of market	Recognition of a type of market and appropriate promotions	Mass and Niche markets	Mass, niche, segment, general population, specialist, demographic, location	Literacy – knowledge/spelling of new vocabulary Oracy – discussion of how a marketing strategy might differ for a mass or niche market; how students themselves are affected by branding when making a purchasing decision Independence and creativity – identification of mass/niche market products and their consumers; description of 2 consumers form different market segments
		Market segmentation	Geographic, demographic, geo-demographic, behaviour, lifestyle, psychographic, location, region, urban/rural, occupation, socio-economic group, loyalty, readiness to purchase, personality, attitudes, target market	

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Types of market (continued)		Branding	Brand name, logo, slogan, trademark, market leader, market share, customer awareness, brand personality, brand image, enter new markets, unique selling point, USP, product development, employee capacity, budgetary constraints, specialist staff	
Market research	Understand the reasons for conducting research, the type of information that can be found and how it can be used	Purpose of market research	target market, market size, market structure, market trends, competition	Subject specific skills: Use of excel to record questionnaire results – spreadsheet layout and formatting skills, creation of graphs Literacy – knowledge/spelling of new vocabulary Independence and creativity – creation of a questionnaire for experience of primary research
		Primary research methods	New, field research, up to date, accuracy, survey, interview, observation, trials, focus groups [Excel, spreadsheet, cell, row, height, function, sum, chart, bar, pie, label, x axis, y axis, data label, chart title]	
		Secondary research methods	Already existing, desk research internal, customer records, financial records, loyalty cards, sales records, external, commercially published reports, government statistics, trade journals, media sources, bias, time	
		Evaluation of validity and reliability	Validity, reliability, design, bias, source, sample	
Situational analysis	Analysis of the position of a business and its competitors	SWOT analysis	SWOT, strengths, weaknesses, opportunities, threats, internal, external, positive, negative, analysis, impact, effect, future, conclusions, justification, evaluation	Independence – independent creation of a SWOT analysis for a given business literacy - knowledge/spelling of new vocabulary oracy – discussion of how the results of SWOT and PESTLE could be used to inform decisions
		PESTLE analysis	PESTLE, political, economical, social, technological, legal, environmental, analysis, impact, effect, future, conclusions, justification, evaluation	

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Marketing Mix	Understanding of the 7Ps and how these choices can affect business success/failure	Marketing message	Message, marketing message, reason, customers, advertising, promotion	literacy - knowledge/spelling of new vocabulary oracy – discussion of how marketing mix could affect business success/failure independence – identification of the marketing mix for a given business
		Internal influences (when selecting appropriate media)	Internal, influence, effect, constraint, cost, budget, availability of finance, loan, cash flow, expertise of staff, specialist staff, business size, business culture	
		External influences (when selecting appropriate media)	External, influence, effect, constraint, social, technological, economic, environmental, political, legal, ethical	
		4Ps - Product	form and function, packaging, branding, good, service, customer needs, competitive specifications, visually appealing, product life cycle, development, introduction, growth, maturity, decline, product portfolio, increasing range, diversifying, extension strategies	
		4Ps - Promotion	promotional advertising, public relations (PR), sponsorship, use of social and other media, guerrilla marketing, personal selling, product placement, digital marketing, corporate image, inform, persuade, AIDA, message, medium, promotional mix	
4Ps – Pricing strategies	Pricing strategies, high-pricing strategies, low-pricing strategies, penetration pricing, price skimming, competitor based pricing, cost plus, value, promotional pricing, price maximising, premium pricing, brand			

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Marketing Mix (continued)		4Ps - Place	place, distribution channels, direct to end user, mail, online, auction, retailers, wholesalers, direct distribution channel, indirect distribution channel, producer, consumer, customer	
		Extended marketing Mix (Process, People, Physical environment)	7 Ps, people, physical environment, processes, customer service, employees, training, customer care, after care, business culture, showroom, store, decoration, atmosphere, purchasing process, technology, customer account, order tracking	
Allocating a budget	Recognition of appropriate budgets and how real business spend theirs	Cost of promotions	generic marketing activity, marketing costs, underlying costs, production, printing, distribution, labour, specialist staff, living wage, minimum wage, promotional activity, secondary research, validity, reliability	Independence – independent research in to costs of promotion literacy - knowledge/spelling of new vocabulary numeracy - calculations necessary for calculation of total budget or total labour cost, use of calculator oracy – discussion of suitability of a given budget; how could it be justified?
		Appropriateness for a given campaign	Realistic, budget, size, target market, appropriateness for product	
		Presenting a budget	month by month breakdown, list, calculation, total, underlying costs, estimate, contingency	
		Justifying a budget	Research, evidence, market leader, competitor, budget	
Campaign timelines	Recognition of the impact timing has on business success/failure	Choosing a timeline	Timeline, season, seasonal, start date, end date, length, concurrent	Subject specific skills: Use of excel to create gantt chart - spreadsheet layout and formatting skills, including fill colour, border, text rapping, merged cells Literacy – knowledge/spelling of new vocabulary Independence and creativity – choice of timeline for a given marketing campaign oracy – discussion of suitability of a given timeline; how could it be justified?
		Presenting a timeline – gantt chart	Excel, formatting, border, fill colour, cell, row, column	
		Justifying a timeline	Reason, justification, competitor, seasonal, start date, end date, budget, popularity, target market, cost	

