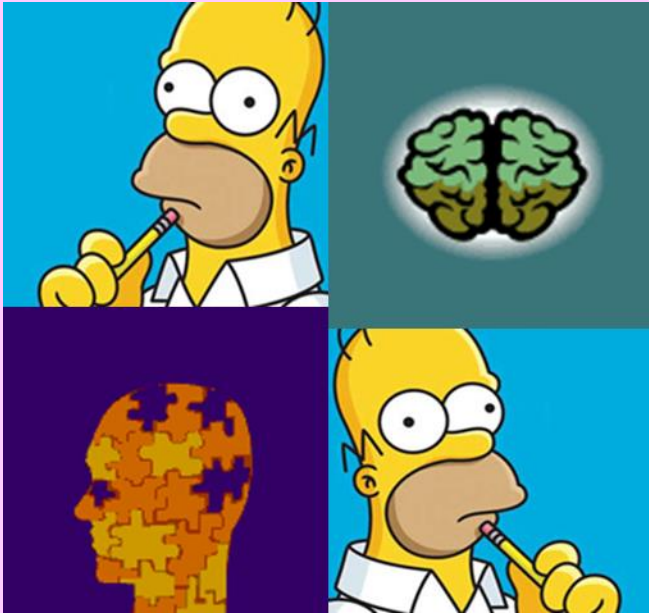


Starter

In teams of two see if you can identify the solutions to the brain teasers



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Starter

PERSONALITY
PERSONALITY

PROMISE

talk

JACK



WORLD
WORLD
WORLD

LITTLE LITTLE
LATE LATE

C

YOURSELF
YOURSELF
YOURSELF
YOURSELF

S
B
A
R
G
S
B
A
R
G
S
B
A
R
G
S
B
A
R
G
↑

SMOKE
G

SHUT

SIT

WHAT
↑

↓
MUST

XLNC

SHOPSHOPSHOPSHOP

U



HIJKLMNO



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Explanation

How many did you get?

PERSONALITY
PERSONALITY

Split personality

PROMISE

Broken promise

talk

Small talk

JACK

Jack in the box

WORLD
WORLD
WORLD

3rd world

LITTLE LITTLE
LATE LATE

Too little, too late

C YOURSELF
YOURSELF
YOURSELF
YOURSELF

See for yourself

S B A R G S B A R G S B A R G S B A R G ↑

Up for grabs

SMOKE
G

Go up in smoke

SHUT
SIT

Shut up and sit down

WHAT ↑ ↓ MUST

What goes up must come down

XLNC

Excellency

SHOPSHOPSHOPSHOP
U

Shop till you drop

♥ ♥ ♥

Heart to heart

HIJKLMNO

H₂O (water)



LEARNING OBJECTIVES:

- ❑ To understand the outline of the course
- ❑ To understand how a marketing campaign works

Explanation



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Learning objectives

- ❑ To gain an understanding of the requirements of your chosen subject in preparation for as September 2022 start

Key words:

- Preparation
- Organisation
- Punctuality
- Commitment
- Success



LEARNING OBJECTIVES:

- ❑ To understand the outline of the course
- ❑ To understand how a marketing campaign works

Explanation

Core Expectations for **Every Lesson**

1. Attend lessons on time and in professional attire
2. Be prepared for each lesson by ensuring you bring the appropriate equipment
3. Ensure all work is organised in the appropriate section of your subject folder
4. All deadlines must be met to avoid a 6 week “Risk of Failure” program
5. Respect the classroom, Replace chairs, Rubbish in bins
6. Speak to **ALL** members of the HT community with respect
7. No mobile phones/ear pods to be used in lessons or around the school
8. Starters are to be completed in silence
9. Be proactive and not reactive
10. Expect to work harder than you ever have before



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

BTEC Business Level 3

Certificate

Extended certificate

2021-2023



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Explanation



- Business is the heart of the economy, encouraging innovation and creating wealth.
- This specification was created in collaboration with leading businesses, the qualifications explore all aspects of the business world including practical activities - ideal for a wide range of learning styles.



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Explanation

Taking an Interest – what is going on in the world at the moment?



Keep up to date with business news:

<https://www.bbc.co.uk/news/business>

Keep up to date with the impact of politics on business:

<https://www.bbc.co.uk/news/politics>

Download the **BBC** App for free and get live updates **ALL** day



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Explanation

Expectations



- Arrive on time to all lessons, fully prepared.
- Handbooks/Task sheets must be with you in all lessons.
- Minimum of 4 hours learning outside the lesson.
- All deadlines must be met.
- Ensure you do wider reading/research.
- Follow all classroom rules
- Entry requirement: Grade 5 or above at GCSE Business or BTEC Business level 2 if taken level 2 pass minimum requirement

Be polite, courteous and do your best!
Tips for success is also in your handbook.



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Explanation



All work, whether it is electronic or paper based, is entirely your responsibility. If you lose it, you will have to re-do it!

Always make sure you keep a track of ALL your work at ALL times!



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Explanation

Organise yourself

It is really difficult to keep track different units of work between 2 teachers plus all the work from your other subjects. Here are key tips to enable you to keep on top of things;



1. Get a leaver arch folder for each unit.
2. Keep your task sheets in this file
3. Hold on to all first drafts and keep your feedback from your teachers safe.
4. Keep note of your progress throughout the unit using your progress trackers.



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Explanation

Most important



Never miss a deadline otherwise your workload will get

BIGGER & BIGGER & BIGGER

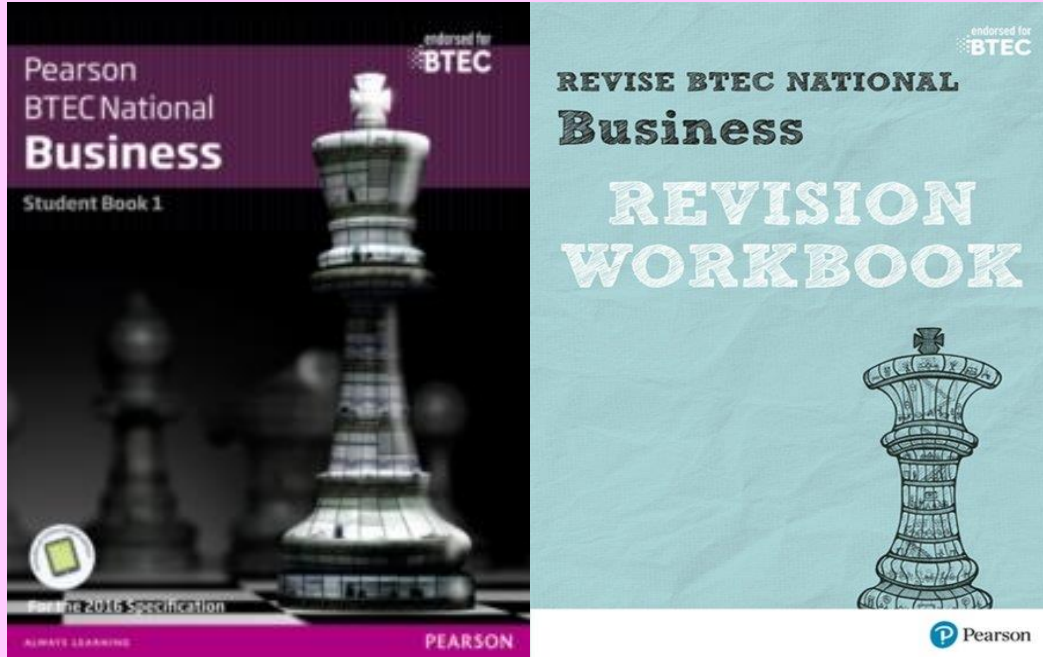
Keep a track of your deadlines using a planner or your mobile phone calendar



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Explanation



☐ What do you know about Business?

☐ Why are you interested in Business?

☐ What do you know about Business and what the difference between BTEC and A level Business.



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
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Explanation

About the course

Title	Size and structure
Pearson BTEC Level 3 National Certificate in Business	180 GLH Equivalent in size to 0.5 of an A Level. 2 units, both mandatory, of which 1 is external. Mandatory content (100%). External assessment (50%).
Pearson BTEC Level 3 National Extended Certificate in Business	360 GLH Equivalent in size to one A Level. 4 units of which 3 are mandatory and 2 are external. Mandatory content (83%). External assessment (58%).

- You will complete 2 units in year 12; Unit 1 and 2
- 2 in year 13; Year 13 Unit 3 and 8



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Explanation

Year 12 (certificate)

Pearson BTEC Level 3 National Certificate in Business				
Unit number	Unit title	GLH	Type	How assessed
1	Exploring Business	90	Mandatory	Internal
2	Developing a Marketing Campaign	90	Mandatory Synoptic	External

In this unit, you will gain an overview of the key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate, and how this shapes them and their activities. You will also look at the importance of innovation and enterprise to the success and survival of businesses, with the associated risks and benefits.

UNIT 1

In this unit you will:

- **A** Explore the features of different businesses and analyse what makes them successful
- **B** Investigate how businesses are organised
- **C** Examine the environment in which businesses operate
- **D** Examine business markets
- **E** Investigate the role and contribution of innovation and enterprise to business success.



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
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- Internally assessed coursework portfolio
- Must completed by December (12 weeks)
- 5 learning aims
- Tight deadlines for completing the work
- Two drafts, then a final version



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
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Learning Aim	Content
A: Explore the features of different businesses and analyse what makes them successful	A1 Features of a business A2 Stakeholders and their influence A3 Effective business communication
B: Investigate how businesses are organised	B1 Structure and organisation B2 Aims and objectives
C: Examine the environment in which businesses operate	C1 External environment C2 Internal environment C3 Competitive environment C4 Situational analysis
D: Examine business markets	D1 Different market structure D2 Relationship between demand, supply and price D3 Pricing and output decisions
E: Investigate the role and contribution of innovation and enterprise to business success	E1 Role of innovation and enterprise E2 Benefits and risks associated with innovation



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
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Explanation

Year 12 (certificate)

Pearson BTEC Level 3 National Certificate in Business				
Unit number	Unit title	GLH	Type	How assessed
1	Exploring Business	90	Mandatory	Internal
2	Developing a Marketing Campaign	90	Mandatory Synoptic	External

Marketing is a dynamic field central to the success of any business. You will gain an understanding of how a marketing campaign is developed. You will explore different stages of the process that a business goes through when developing its campaign and develop your own campaign for a given product/service.

UNIT 2:

- A task set and marked by Pearson and completed under supervised conditions.
- Learners will be provided with 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 and can be arranged over a number of sessions in a period timetabled by Pearson.
- Written submission. 70 marks.
- **First assessment: Jan 2022**



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
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Unit 2 Marketing Campaign

- Pre-release case study
- Small firm needing help with promotion of a new or old product / service
- Research the sector
- Justification
- 4 P's of Marketing
- 6 hours prep time
- 3 hours write up



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
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Learners study the purpose and importance of personal and business finance. You will develop the skills and knowledge needed to understand, analyse and prepare financial information.

UNIT 3 PERSONAL & BUSINESS FINANCE

This is the written examination

- 2 hours
- 80 marks
- Section A contains questions on the personal finance unit content and approximately one-third of the marks, and Section B contains questions on the business finance unit content and approximately two-thirds of the marks).



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
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- *Learners explore how the recruitment process is carried out in a business. The unit gives learners the opportunity to participate in selection interviews and review their performance.*

UNIT 8 RECRUITMENT & SELECTION

- **A** Examine how effective recruitment and selection contribute to business success
- **B** Undertake a recruitment activity to demonstrate the processes leading to a successful job offer
- **C** Reflect on the recruitment and selection process and your individual performance.



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Learning objectives

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Key words:

- Product
- Price
- Promotion
- Place
- Marketing Mix
- Marketing campaign



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Explanation



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works



- Product describes the features, size, colour and benefits to the customer. It includes the name of the products and how it will be different to its competitors



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Explanation

Product

Looking at the smoothies opposite write down;



1. The features of a smoothie
2. Who is the product aimed at?
3. Sizes they come in
4. Benefits of a smoothie
5. How it is different to a can of red bull?



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works



Price describes how we set our selling price and comparing this to our competitors.



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Explanation

Price



Looking at the bottles opposite... which one is the cheapest?

Why are there differences in selling price?



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works



Promotion describes the methods we will use to advertise our goods and services to the customer



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
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Explanation

Promotion



Make a list of all the ways you can advertise Innocent Smoothies

Can you justify why you chose that form of advertising?



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works



Place describes how we get our products to the customer.

Do we use a store or online website?

Where will it be sold?



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Explanation



Place

Richmond has designed a new tracksuit and needs your help to decide on the best place to sell it

Give two places you would recommend that he sells these tracksuits and why



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Explanation



Here are some ideas for
successful marketing
promotional videos



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
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Modelling

4. Kellogg's: Data-backed Branding

Kellogg's might be one of the most iconic cereal brands in the world. In 2019, the company rebranded its entire cereal range for the European market, marking the biggest change-up in design in 113 years.

The new-look cereal boxes are simpler, more consistent, and easier to recognize on the shelf. These weren't just assumptions made by the design team, but key takeaways from extensive research. Kellogg's found that 70 percent of customers could more easily locate the new packages, with simpler graphics focused on natural grain increasing purchase intent by 50 percent.



Source: <https://www.cnbc.com/2019/02/28/kellogg-redesigns-its-cereal-boxes-in-europe-to-reflect-naturalness.html>

Takeaway for marketers: All modern-day businesses generate and store significant amounts of data — it's critical that you put data to use when designing marketing campaigns. Don't be afraid to reach out to your customers, ask for feedback, and use your findings to inform design and messaging decisions.



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Modelling

2. Domino's: Rewarding Customers

Loyalty programs are nothing new. But, when paired with innovative technology, a game-like rewards system, and pizza, and you've got a marketing campaign that'll surely go viral.

Pizza giant Domino's introduced a limited-time loyalty program called "Points for Pies." Accessible via their mobile app, customers were able to earn redeemable points for every pizza they scanned.



Takeaway for marketers: Encourage your audience to participate in gamified rewards programs. Even better, allow them to do so via their preferred channel, whether it's a mobile app, social media, or email.



LEARNING OBJECTIVES:

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Activity

Marketing campaign



- McDonalds are considering the introduction of deliveries in order to compete more effectively and cut out the middle link with “Just Eat”
- Using the sheet You are to outline the 4 P’s of marketing to McDonalds that you would recommend for this local area
 - Price
 - Product
 - Promotion
 - Place



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Marketing campaign



Once this is done you are to put together a small presentation as to what you would do in order to show McDonalds how you would compete with Just Eat

Remember to include;

- All the elements of the 4 P's
- Any data from research that you have done (Primary and Secondary research)
- Possible marketing campaign ideas to boost sales
- Savings that could possibly be saved from removing the middle link (pros and cons)



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

Explanation



- <https://www.thebalancesmb.com/how-to-run-a-successful-marketing-campaign-2948364>
- <https://www.youtube.com/watch?v=MDeNopMCxVM>

Summer task – BTEC Business Level 3

- Outline it costs to run a marketing campaign for a new business or existing business product or service
 - Suggested businesses: BP, Tesla, Mobile phone companies (avoid apple!), BMW, AUDI, Bentley, British Aerospace Systems (Fighter jets), Airbus Industries, Dyson
- Choose one business that you would consider to be “innovative”
- Outline how the business will run a marketing campaign for its new product or service
- This is to include costs of running the marketing campaign
 - Advertisement cost
 - Promotional material
- Create a table via excel or word and with research, give examples of how the business will be successful on its campaign



LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
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LEARNING OBJECTIVES:

- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works