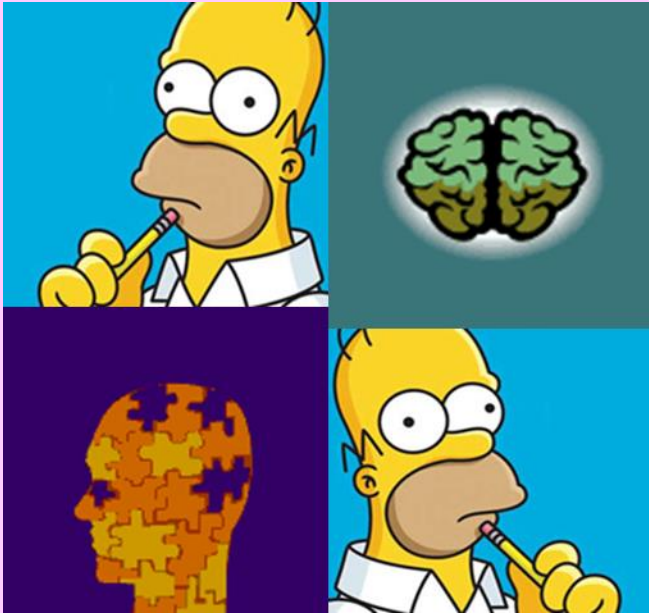


## Starter

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

3<sup>rd</sup> 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 2023 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

2024-2026



## 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

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:

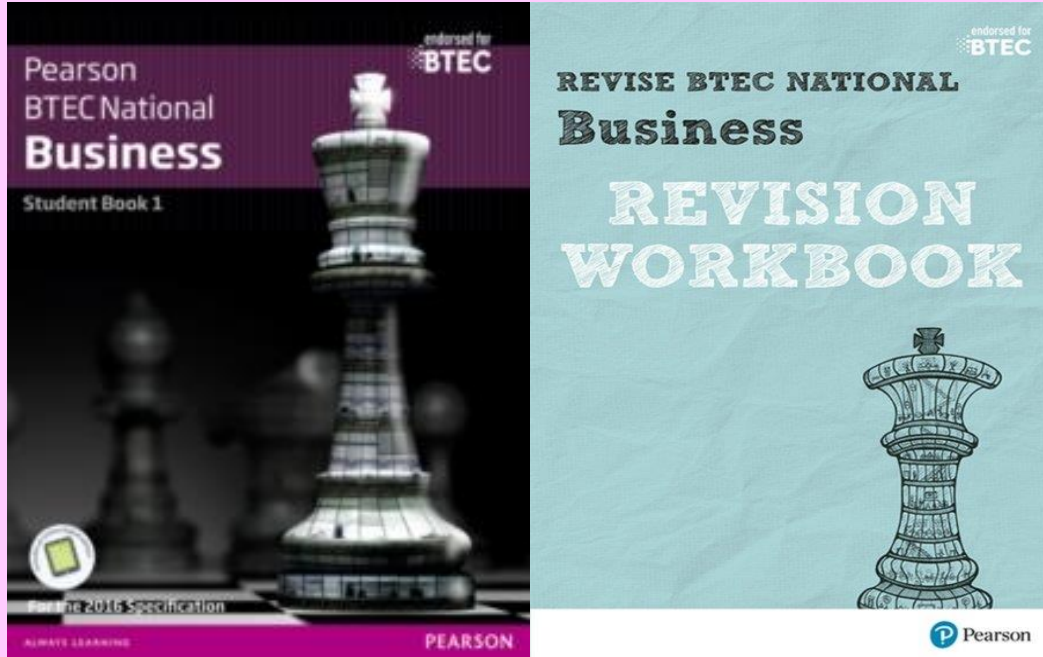
- ☐ To understand the outline of the course
- ☐ To understand how a marketing campaign works

# 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
- ☐ To understand how a marketing campaign works

## Explanation

# About the course

Title	Size and structure
<b>Pearson BTEC Level 3 National Certificate in Business</b>	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%).
<b>Pearson BTEC Level 3 National Extended Certificate in Business</b>	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
- ☐ To understand how a marketing campaign works

- Internally assessed coursework portfolio
- 5 learning aims
- Tight deadlines for completing the work
- Two drafts, then a final version



### LEARNING OBJECTIVES:

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

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
- ☐ 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

*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 2024**



### LEARNING OBJECTIVES:

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

# 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
- 7 P's of Marketing
- 2 hours prep time
- 3 hours write up



### LEARNING OBJECTIVES:

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

*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
- ☐ To understand how a marketing campaign works

- *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
- ☐ To understand how a marketing campaign works



## 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

# What Is A Marketing Campaign?

A marketing campaign is any action planned in order to achieve a marketing goal of a company. The goal could be increasing awareness for a product, service, business or organization, drive new revenue, or help with turnaround.

From the Marlboro Man and the Nike's "Just do it" slogan to the "Got Milk" and the Old Spice's "Man your man could smell like", marketing campaigns have the power to reach innumerable audiences, create trends and needs and define the market.

And by studying them, we can take invaluable lessons on marketing and take one step closer to creating enticing campaigns ourselves.



### LEARNING OBJECTIVES:

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

# Marketing Campaigns

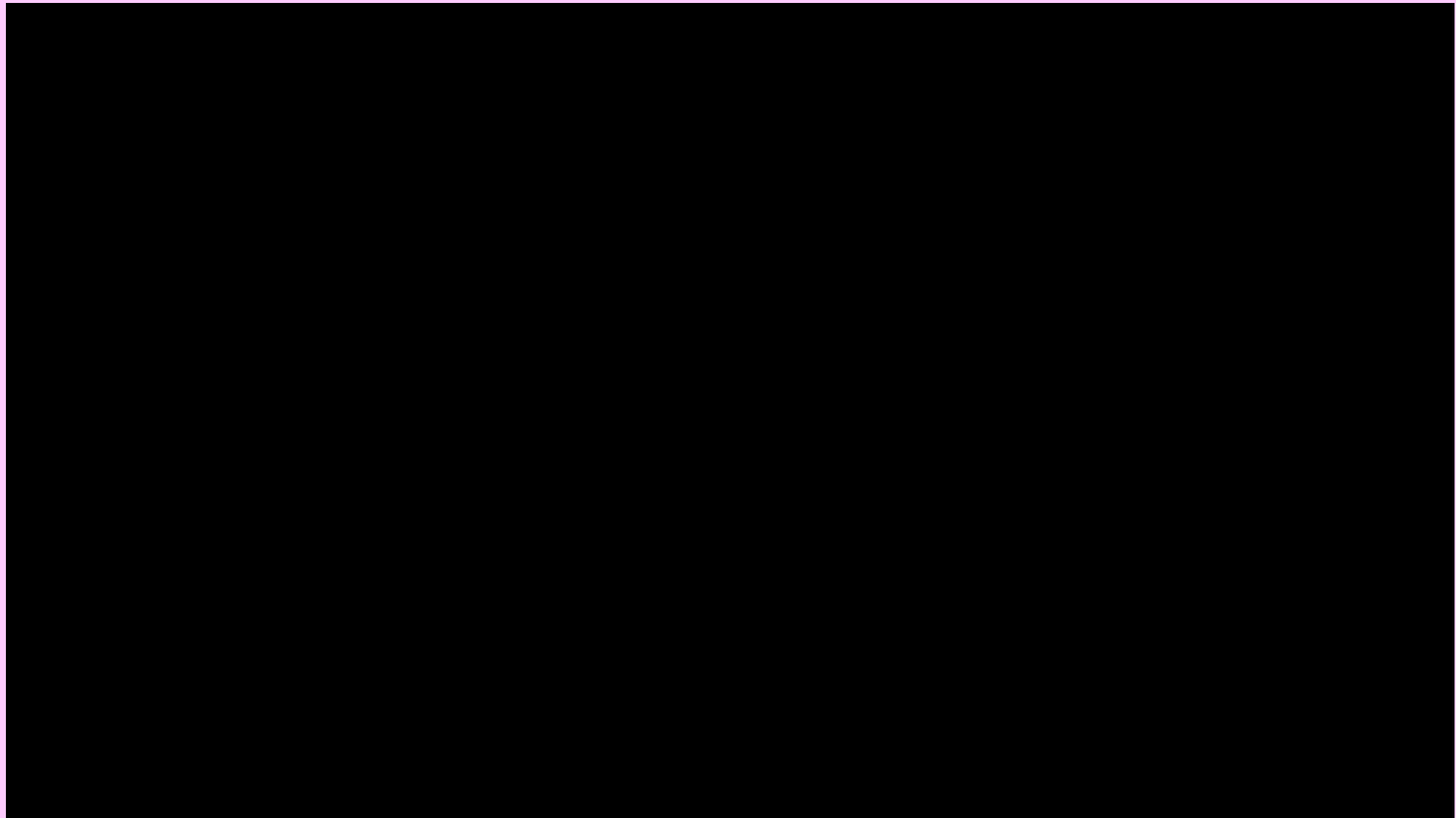
The following are examples of marketing campaigns that were incredibly successful. As we go through them, you need to consider the following:

1. What is unique about the campaign?
2. How did the campaign make you feel?
3. Why do you think it was successful?



### LEARNING OBJECTIVES:

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



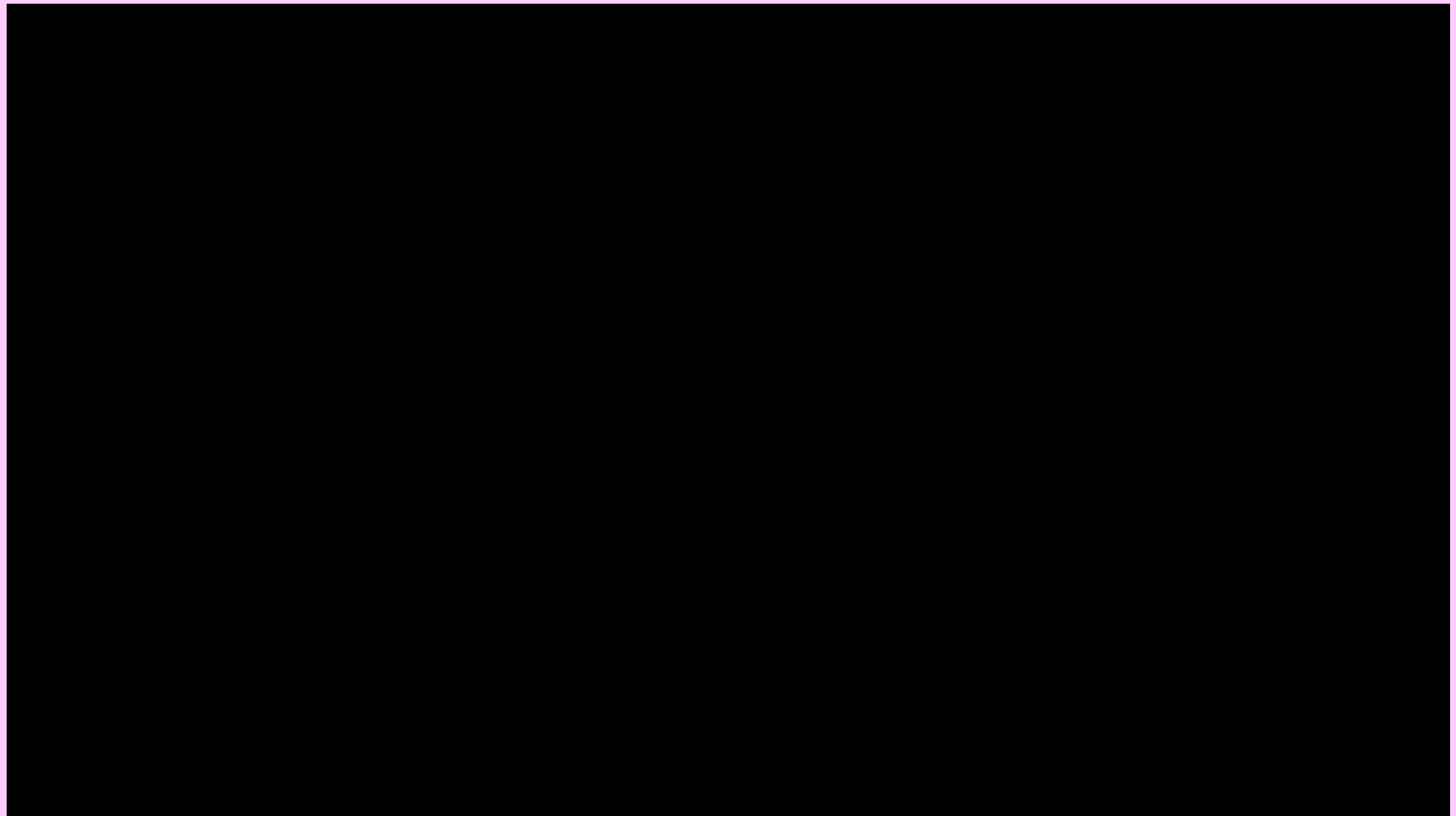
## LEARNING OBJECTIVES:

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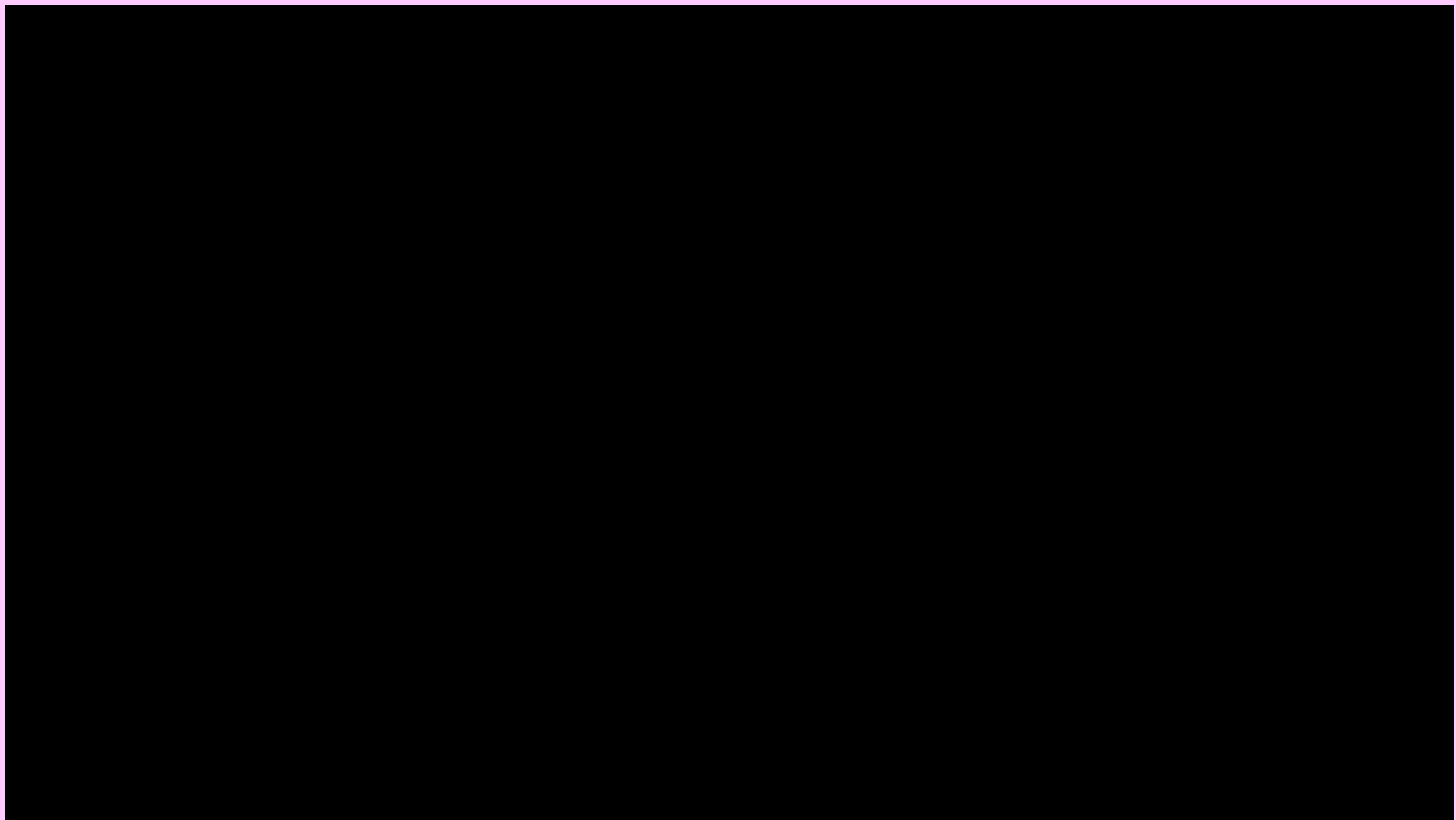
- ❑ To understand the outline of the course
- ❑ To understand how a marketing campaign works





## LEARNING OBJECTIVES:

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



## 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

- ✓ Pick one business that is well known (e.g. McDonalds)
- ✓ Every time you see them advertising in a different way, take a picture
- ✓ Build up a bank of images of the different ways of advertising used by the business
- ✓ Remember businesses can be very creative so keep an eye out!



### LEARNING OBJECTIVES:

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