



Curriculum Map

Subject: BTEC business

Year group: Year 13

	Autumn 1 Sept - Oct	Autumn 2 Nov - Dec	Spring 1 Jan - Feb	Spring 2 Feb - April	Summer April - July
<p>Content</p> <p><i>Declarative Knowledge – 'Know What'</i></p>	<p>Teacher 1</p> <p>Unit 2: Developing a marketing campaign</p> <p>Rationalising marketing strategy</p> <ul style="list-style-type: none"> - Selection of appropriate marketing aims and objectives. - Situational analysis: SWOT and PESTLE - Using research data to determine target market. - Using research data to conduct competitor analysis. <p>Marketing mix</p> <ul style="list-style-type: none"> - Product development - Pricing strategies - Promotional methods - Place (distribution) - Extended marketing mix: people, physical environment, process. <p>Teacher 2</p> <p>Unit 1: Exploring business - assignment AB</p> <ul style="list-style-type: none"> - Features of businesses - Stakeholders and influence - Effective business communications - indicators of improved performance <p>Assessment: assignment AB coursework</p>	<p>Teacher 1</p> <p>Unit 2: Developing a marketing campaign</p> <p>Marketing campaign planning</p> <ul style="list-style-type: none"> - Selection of an appropriate marketing mix, message and media - Campaign budgeting. - Creating timelines - Evaluating a campaign <p>Appropriateness of marketing</p> <ul style="list-style-type: none"> - Reinforcing and supporting brand value. - The sustainability and flexibility of marketing activities. - Legal and ethical considerations. <p>Assessment: unit 2 developing a marketing campaign trial exam</p> <p>Teacher 2 – Unit 1: exploring business</p> <p>Assessment: continuation assignment AB coursework</p>	<p>Teacher 1</p> <p>Exam (January): Unit 2 developing a marketing campaign</p> <p>Teacher 1 / 2</p> <p>Unit 1: Exploring business - assignment E</p> <ul style="list-style-type: none"> - Role of innovation and enterprise - Benefits and risks associated with innovation and enterprise <p>Assessment: assignment E coursework</p>	<p>Teacher 1 / 2</p> <p>Assessment: assignment E coursework</p> <p>Exam results (March):</p> <p>Unit 2 Developing a marketing campaign</p>	<p>Independent Study</p> <p>BTEC course has been completed, students can prepare for summer exams.</p> <p>Students may opt to retake the unit 2 exam. exam sitting in May.</p>



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<p>Skills</p> <p><i>Procedural Knowledge</i> – <i>'Know How'</i></p>	<p>Unit 2 Developing a marketing campaign</p> <ul style="list-style-type: none"> - Select appropriate objectives based on market data - Use analysis tools to create a rationale for a marketing campaign - Apply marketing theory to create an appropriate marketing message and marketing mix - Use mathematical skills to create a budget - Create a timeline of events within a marketing campaign using either a calendar or Gantt chart - Evaluate the effectiveness of a marketing campaign through its ability to support a brand and its flexibility to adapt to change 	<p>Unit 1: Exploring business</p> <ul style="list-style-type: none"> - Research and analyse data to determine the successfulness of a business - Explain the difference between a sole trader, partnership, private limited company, public limited company, cooperative, limited and unlimited liability - Explain the difference between a charitable trust, voluntary. - Understand the Purposes of different businesses - Sectors: primary, secondary, tertiary, quaternary. - Explain the scope of business activities: local, national, international. - Identify the Size of different businesses - Analyse and evaluate the reasons for success
<p>Key Questions</p>	<p>Unit 2 Developing a marketing campaign</p> <ul style="list-style-type: none"> - What data should I use to determine marketing objectives? - What factors affect the market and the business? - Who is the target market? - What would make a new product successful? - What pricing strategy would be most effective? - What is the best way for the business to get their products to the customer? - How do you generate awareness and interest in a product or service? - What is the most appropriate marketing message for the target market? 	<p>Unit 1: Exploring business</p> <ul style="list-style-type: none"> - How do different forms of business and liability change the business? - What are the reasons for a business's success? - What influence do stakeholders have? - How do the different organisational structures work? - What are the different functions of the business?
<p>Assessment</p>	<p>Unit 2: developing a marketing campaign mock exam Unit 2: developing a marketing campaign exam Unit 1: assignment AB (coursework) Unit 1: assignment E (coursework)</p>	
<p>Literacy/Numeracy/SMSC/Character</p>	<ul style="list-style-type: none"> - Numeracy: Interpreting numerical data and graphs in order to make decisions around designing a marketing campaign - Literacy: building arguments using business terminology, developing analytical and evaluative paragraphs using data and contextual evidence from case studies. - SMSC: students explore the rationale behind decisions made by businesses in regards to marketing and customer service. Through this, students are given the chance to reflect on how the actions of business affect society socially, morally, and culturally. - Character: students build character through being put through realistic business scenarios that test their ability to take the initiative and be confident in displaying their creativity and aspirations. Business scenarios will also help them consider differing views which will help them develop tolerance, integrity and resilience. 	