

BTEC Business Year 12 Curriculum						
	Unit 2 Developing a Marketing Campaign Learners will gain skills relating to, and an understanding of, how a marketing campaign is developed.		Unit 1 Exploring Business Learners study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.			Unit 3 Personal and Business Finance Learners study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information.
Content and Key Terms	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	Role of Marketing Marketing Aims and Objectives Types of market – mass and niche market Market segmentation. Branding Internal factors SWOT and PEST Product Price Promotion Place Extended mix Marketing message Selecting media Evaluate their plan	Product life cycle Purpose of market research Primary research Secondary research Internal and external data, quantitative and qualitative Importance of validity, reliability, appropriateness, currency, cost. Sufficiency and focus of the research. " Selection and extraction. " Interpretation, analysis and use of data and other information to make valid marketing decisions. Identification of any further sources of information that may be required. Evaluation of the reliability and validity of the information obtained.	A1 Features of businesses A2 Stakeholders and their influence A3 Effective business communications B1 Structure and organisation B2 Aims and objectives	C1 External environment C2 Internal environment C3 Competitive environment C4 Situational analysis D1 Different market structure D2 Relationship between demand, supply and price D3 Pricing and output decisions	E2 Benefits and risks associated with innovation	A1 Functions and role of money A2 Different ways to pay A3 Current accounts A4 Managing personal finance
Assessment	Assesment through Exam Wizard and past papers.	Assesment through Exam Wizard and past papers.	Assesment through BTEC coursework	Assesment through BTEC coursework	Assesment through BTEC coursework	Assesment through Exam Wizard and past papers.