

Year 12 Business Spring Overview

Spring Term curriculum

During the spring term we will be studying Marketing. This will lead up to an exam in May 2021, which forms part of students final assessment for the course.

We will begin by looking at what objectives a business may set for itself, including how these relate to their marketing objectives. Previously students have looked at what is SWOT and PESTLE in the context of analysing the business market, students will take this one step further by conducting both types of analyses based upon market research information. This will include both primary and secondary research.

The unit continues with looking at the extended marketing mix (the 7Ps), the media campaign, including a budget and timescale as well as how a business puts across its marketing message.

Building upon the knowledge they gained in previous studies of Business, Students will undertake their use own market research to present, interpret and analyse their data fully.

By the end of the Spring term, students should be able to:

✓ Understand how to write a business marketing objective
✓ Analyse a business situation and present data to make a decision about a specific scenario
✓ Conduct SWOT and Pestle analyses to justify why a business should make a particular marketing decision
✓ Research costings for a marketing campaign and decide upon which media to use
✓ Write an extended Marketing Mix for the scenario provided
✓ Decide upon a timescale for the campaign

Assessment

Students will be assessed formatively through completion of homework as well as an end of module external exam in May 2021. This will be based upon a pre-released case study which students will be provided with up to three weeks before the day of the exam. The exam will be word processed and students are allowed to take a limited number of notes. (6 pages in size 11 font)

Useful additional resources to support and challenge learning

Students are encouraged to follow the news and to use current business case studies to support their learning.