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| **Business BTEC**  **Unit 2: Developing a Marketing Campaign** | **Road Map** | | | | | |
| In this unit you will explore how a business develops a successful marketing campaign and produce one yourself.  **LG1**: Knowledge  **LG2**: Application  **LG3**: Skills | Assessment Grades |  |  | | | |
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| **Themes** | **Learning Goals/Outcomes/Content** | | |  |  |  |
| **Principles and purposes of marketing** | LG1: To know the principles and purposes of marketing  LG2: To be able to apply the principles of management to different business scenarios | | |  |  |  |
| **Marketing aims and objectives:** | LG1: To know the common Marketing aims and objectives  LG2: To apply Marketing aims and objectives to a case study business  LG3: To analyse the Marketing aims and objectives and explain their appropriateness | | |  |  |  |
| **Types of market** | LG1: To know the characteristics of a mass and niche market  LG1: To understand the process of market segmentation  LG2: To be able to apply key terms mass and niche to examples businesses and markets  LG3: To be able to recommend and justify methods of segmentation to given scenarios | | |  |  |  |
| **Branding** | LG1: To recognise the features and characteristics of branding and USPs  LG2: To apply brand personality, brand image and USPs to case study businesses  LG3: To assess the success of branding campaigns and USPs | | |  |  |  |
| **Constraints on marketing activity** | LG1: To know the Implications of business size for marketing activity, budgetary constraints, availability of specialist staff  LG2: To apply the implications of business size for marketing activity, budgetary constraints, availability of specialist staff  LG3: To analyse the implications of business size for marketing activity, budgetary constraints, availability of specialist staff | | |  |  |  |
| **Internal influences** | LG1: To know the internal influences on a marketing campaign  LG2: To apply internal influences on a marketing campaign  LG3: To evaluate the impact of internal influences on a marketing campaign | | |  |  |  |
| **External influences** | LG1: To know the external influences on a marketing campaign  LG2: To apply external influences on a marketing campaign  LG3: To evaluate the impact of external influences on a marketing campaign | | |  |  |  |
| **Identifying the needs and wants of customers** | LG1: To understand the purposes of market research  LG2: To apply purposes to case study businesses | | |  |  |  |
| Primary market research | LG1: To recognise sources of primary research methods  LG2: To select appropriate data when making marketing decisions  LG3: To interpret and analyse findings from primary research | | |  |  |  |
| **Secondary market research** | LG1: To know internal and external secondary research methods  LG2: To select appropriate data when making marketing decisions  LG3: To interpret and analyse findings from secondary research | | |  |  |  |
| **Valid market research** | LG1: To know the Importance of validity, reliability, appropriateness, currency, cost.  LG1: To know the difference between Quantitative and qualitative data and when and where used.  LG3: To decide whether research is sufficient and focussed  LG2: To select and extract key information when conducting research | | |  |  |  |
| **Developing the rationale** | LG3: To interpret, analyse and use data and other information to make valid marketing decisions.  LG2: To identify any further sources of information that may be required.  LG3: To evaluate the reliability and validity of the information obtained. | | |  |  |  |
| **Developing the rationale** | LG3: To interpret, analyse and use data and other information to make valid marketing decisions.  LG2: To identify any further sources of information that may be required.  LG3: To evaluate the reliability and validity of the information obtained. | | |  |  |  |
| **Product life cycle** | LG1: To understand the concept and stages of the product life cycle  LG1: To understand the use of extension strategies  LG2: To apply stages of the PLC to example products  LG3: To analyse the benefits and drawbacks of using the product life cycle model for making marketing decisions. | | |  |  |  |
| Marketing campaign activity | LG2: To select appropriate marketing aims and objectives to suit business goals.  LG3: To analyse the market using Situational analysis: SWOT and PESTLE. | | |  |  |  |
| **Use of research data** | LG2: To collect relevant data on competitors  LG3: To analyse competitors through a competitor analysis - SWOT analysis | | |  |  |  |
| **Marketing mix: product** | LG1: To know what is included in the product (e.g. brand identity, packaging, the form and function of the product).  LG2 To apply the product development stage of the product life cycle.  LG3: To explain the use of market research in market-led development. | | |  |  |  |
| **Marketing mix: Price** | LG1: To know the different pricing strategies used by businesses  LG2: To give examples of businesses/products that use different strategies  LG3: To analyse the advantages and disadvantages of different pricing strategies in different scenarios. | | |  |  |  |
| **Marketing mix: Place** | LG1: To know the advantages and disadvantages of a range of distribution channels  LG2: To give examples of the types of products that suit different channels and the target markets served by each channel  LG3: To discuss examples of the extended marketing mix, such as people, the physical environment and the processes used to sell the product | | |  |  |  |
| **Marketing message** | LG1: To understand the purpose of a marketing message  LG2: To create a marketing message for a case study business  LG3: To evaluate the success of marketing messages | | |  |  |  |
| **Selection of appropriate mix** | LG1: To know the elements of the extended marketing mix  LG2: To select an appropriate marketing mix  LG3: To analyse the reasons for selecting elements of the marketing mix  LG3: To evaluate the success of the marketing mix – support with evidence | | |  |  |  |
| **Selection of appropriate media** | LG1: To understand the different media chosen by a business  LG2: To select appropriate media for the campaign  LG3: To analyse and evaluate the suitability of the media | | |  |  |  |
| **Campaign budget** | LG2: To produce a relevant campaign budget  LG2: To establish appropriate timelines for the campaign | | |  |  |  |
| **Evaluation** | LG2: To select appropriate methods to evaluate the campaign | | |  |  |  |
| **Appropriateness of campaign** | LG3: To be able to evaluate the appropriateness of a marketing campaign | | |  |  |  |

**Links:**

**Prior Knowledge:** This is taught after Unit 1 some basic knowledge on ownership and size/scale will support learning in this unit. The unit is a synoptic exam and draws on wider knowledge from across the course.

**Future knowledge:**

**LG1**: Knowledge of marketing decisions will feature in Unit 4. Financial concepts such as budgeting will be developed with RMC in Finance units and is also considered in Unit 4.

**LG2**: Throughout the course you will need to apply knowledge to your businesses selected in the assignment units and apply knowledge to given businesses in the exam units. This unit requires extensive application to one case study business which will assessed in a exam.

**LG3**: Development of analysis and evaluation is vital for making business judgements throughout the course and this skill is developed in this unit and assessed in the exam.

LG3: Independent research skills are also developed