

Year 12 Business Unit 2

Learning Programme 4

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| <p>The LORIC skill focus for his LP is: INITIATIVE.</p> <p>The Moral Virtues focus for this LP are: INTEGRITY and GRATITUDE.</p> <p>Integrity - Having strong moral principles.</p> <p>Gratitude - Feeling and expressing thanks.</p> <p>What will I be learning about in this Learning Programme? How to create a marketing plan for a small business.</p> <p>Where have I seen this learning before? When I completed the review of a large business in Unit 1 and how they marketed their products.</p> <p>What could I use it for? To sit the Unit 2 external exam in May 2024.</p> | <p>Literacy:</p> <ul style="list-style-type: none"> • Capital letters must be used at the start of sentences and for the first letter of proper nouns • Full stops must be used at the end of a sentence • Question marks must be used at the end of a question • Apostrophes should only be used for possession or omission • Days of the week and months must be spelled correctly • Key words must be spelled correctly |
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| In LP4.1, I will know: | 04/03/24 - (WK 1) | Key Vocabulary | Homework |
| how to research product information; how to understand who the target market is for a selected business; who the markets leaders are for a selected business. | | Research. | Read Part A of the research Pack. |

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| In LP4.2, I will know: | 11/03/24 - (WK 2) | Key Vocabulary | Homework |
| the marketing message for a selected business; how to prepare for my mock assessment. | | Assessment. | Read Part B of the research Pack. |

PRT Task 1

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| In LP4.3, I will know: | 18/03/24 - (WK 1) | Key Vocabulary | Homework |
| how to complete my mock assessment 1; how to used the research data to construct a business rationale; how to create a marketing plan. | | Data | Complete Assessment. |
| Extended Task. | | | |

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| In LP4.4, I will know: | 25/03/24 - (WK 2) | Key Vocabulary | Homework |
| how to self assess my mock exam; what areas I need to focus my revision; how to prepare better for the next assessment. | | Justification | Create a plan of improvements for next assessment. |

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| In LP4.5, I will know: | 15/04/24 - (WK 1) | Key Vocabulary | Homework |
| how to complete my mock assessment 2; how to used the research data to construct a business rationale; how to create a marketing plan. | | Construct | Read Part A of the research Pack. |

PRT Task 2

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| In LP4.6, I will know: | 22/04/24 - (WK 2) | Key Vocabulary | Homework |
| how to self assess my mock exam; what areas I need to focus my revision; how to prepare better for the next assessment. | | Leader. | Read Part B of the research Pack. |
| Extended Task. | | | |

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| In LP4.7, I will know: | 29/04/24 - (WK 1) | Key Vocabulary | Homework |
| how to complete my mock assessment 3; how to used the research data to construct a business rationale; how to create a marketing plan. | | Rational | Read Part A of the research Pack. |

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| In LP4.8, I will know: | 06/05/24 - (WK 2) | Key Vocabulary | Homework |
| how to self assess my mock exam; what areas I need to focus my revision; how to prepare better for the next assessment. | | Lifecycle | Read Part B of the research Pack. |

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| Resources to support learning: |
| https://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html |

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| FFET Award Challenge for this Learning Programme: |
| LP4 Year 12 Business: Create aims and objectives for a small business idea. |