

Year 12 Business Studies Unit 1

Learning Programme 3

The LORIC skill focus for his LP is: RESILIENCE		Literacy: <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 	
The Moral Virtues focus for this LP are: RESPECT and JUSTICE			
Respect - treat others how you would wish to be treated yourself. Justice - our College rules are fair and reasonable.			
What will I be learning about in this Learning Programme? All the subject knowledge to pass the internal assessment exam in February 25 Where have I seen this learning before? This is the first time I will look into marketing in the business environment. What could I use it for? To complete the Unit 2 Marketing exam.			
In LP3.1, I will know:	06/01/25 - (WK 2)	Key Vocabulary	Homework
how to improve assignment 1 Unit 1.		The competitive environment	SENECA task.
In LP3.2, I will know:	13/01/25 - (WK 1)	Key Vocabulary	Homework
what the competitive environment is; and understand Porters 5 Forces; how to assess the impact of the 5 forces.		Porters 5 Forces	SENECA task.
In LP3.3, I will know:	20/01/25 - (WK 2)	Key Vocabulary	Homework
and be able to create a SWOT analysis on my chosen business; how to assess the impact of a SWOT analysis; how to evaluate the impact of a SWOT analysis.		SWOT analysis	SENECA task.
In LP3.4, I will know:	27/01/25 - (WK 1)	Key Vocabulary	Homework
how to commence with assignment 2 Unit 1. Extended Task.		Market research	SENECA task.
In LP3.5, I will know:	03/02/25 - (WK 2)	Key Vocabulary	Homework
what the content is of the external Unit 2 Developing a Marketing Campaign; what market research is and how it is used to make business decisions; how to identify primary and secondary research.		Primary and secondary research	SENECA task.
In LP3.6, I will know:	10/02/25 - (WK 1)	Key Vocabulary	Homework
how business use aims and objectives to set SMART targets; the importance of validity, reliability, appropriateness, currency, cost. how to segment a business market.		SMART targets	SENECA task.
LP3 RLW, I will:	24/02/25 - (WK 2)		
review my learning, recalling and applying key knowledge, and focus on closing any gaps in my knowledge.		PESTLE	SENECA task.
In LP3.7, I will know:	03/03/25 - (WK 1)	Key Vocabulary	Homework
how to complete a SWOT and PESTLE. how to use the Marketing mix; how to identify the 7 Ps of Marketing. Extended Task.		7 Ps of Marketing	SENECA task.
Resources to support learning:			
Lesson PowerPoint, exercise books, knowledge organiser, text books, SYNERGY, checklists.			
FFET Award Challenge for this Learning Programme:			
Create a leaflet on PESTLE & SWOT			

PRT Task 1

PRT Task 2