

Year 12 Business - Unit 2 Marketing Campaign Learning Programme 4

<p>The LORIC skill focus for his LP is: INITIATIVE. The Moral Virtues focus for this LP are: INTEGRITY and GRATITUDE.</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
<p>Integrity - Having strong moral principles. Gratitude - Feeling and expressing thanks.</p>		
<p>What will I be learning about in this Learning Programme? You will be learning how businesses create and deliver a marketing campaign to pass the external exam. This will include market research, campaign planning and marketing planning.</p>		
<p>Where have I seen this learning before? Throughout Unit 1 when looking at how your chosen businesses are successful.</p>		
<p>What could I use it for? To pass the external marketing exam in May 25</p>		

In LP4.1, I will know:	10/03/25 - (WK 2)	Key Vocabulary	Homework
what market research is and how it is used to make business decisions; how to identify primary and secondary research.		Decision	SENCA task on business decisions
In LP4.2, I will know:	17/03/25 - (WK 1)	Key Vocabulary	Homework
to identify secondary research; to analyse primary and secondary research.		Primary research	SENCA task on research
In LP4.3, I will know:	24/03/25 - (WK 2)	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.		Secondary research	SENCA task on SMART targets
Extended Task.			
In LP4.4, I will know:	31/03/25 - (WK 1)	Key Vocabulary	Homework
to use Situational analysis in assessing impacts of a marketing campaign; how to complete a SWOT and PESTLE.		SMART	SENCA task on business PESTLE
In LP4.5, I will know:	21/04/25 - (WK 2)	Key Vocabulary	Homework
how to use the Marketing mix; how to identify the 7 Ps of Marketing.		PESTLE	SENCA task on the marketing mix
In LP4.6, I will know:	28/04/25 - (WK 1)	Key Vocabulary	Homework
how to create a marketing campaign; how to select an appropriate marketing mix.		Marketing mix	SENCA task on using the marketing mix
Extended Task.			
In LP4.7, I will know:	05/05/25 - (WK 2)	Key Vocabulary	Homework
how to identify the relevance to organisational goals; how to assess the appropriateness to target market; how to identify the legal and ethical considerations.		Appropriate	SENCA task on target market



Resources to support learning:
<https://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>
 Knowledge Organiser

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