

Year 12 Business- Unit 2

Learning Programme 4

<p>The LORIC skill focus for this LP is: INITIATIVE. The Moral Virtues focus for this LP are: INTEGRITY and GRATITUDE.</p> <p>Integrity - Having strong moral principles. I will show integrity by taking responsibility for my actions. Gratitude - Feeling and expressing thanks. I will show gratitude by saying please and thank you.</p>		<p>Literacy Non-Negotiables:</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 • Vocabulary to be taught using the Frayer model
<p>What will I be learning about in this Learning Programme? I 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 26</p>		

In LP4.1, I will know:	09/03/26 - (WK 2)	Frayer Model Words	Homework
what market research is and how it is used to make business decisions; the role of marketing;		Decision	SENCA task on business aims

In LP4.2, I will know:	16/03/26 - (WK 1)	Frayer Model Words	Homework
the market research methods and use; how to identify primary and secondary research; how to analyse primary and secondary research.		Primary research	SENCA task on research

In LP4.3, I will know:	23/03/26 - (WK 2)	Frayer Model Words	Homework
how business use aims and objectives to set SMART targets; how to use Situational analysis in assessing impacts of a marketing campaign; how to complete a SWOT and PESTLE.		Secondary research	SENCA task on targets
Extended Task.			

In LP4.4, I will know:	13/04/26 - (WK 1)	Frayer Model Words	Homework
how to use the Marketing mix; how to identify the 7 Ps of Marketing.		SMART	SENCA task on PESTLE

In LP4.5, I will know:	20/04/26 - (WK 2)	Frayer Model Words	Homework
how to create a marketing campaign; how to select an appropriate marketing mix.		PESTLE	SENCA task on the marketing mix

In LP4.6, I will know:	27/04/26 - (WK 1)	Frayer Model Words	Homework
how to complete mock exam; how to improve exam performance.		Marketing mix	SENCA task on using SWOT
Extended Task.			

In LP4.7, I will know:	04/05/26 - (WK 2)	Frayer Model Words	Homework
how to complete mock exam; how to improve exam performance.		Appropriate	SENCA task on target market

Resources to support learning:
https://www.bbc.co.uk/bitesize/guides/z6y9rj6/revision/1 https://www.bbc.co.uk/bitesize/guides/z7scbdm/revision/1 https://www.bbc.co.uk/bitesize/guides/z4wtmfr/revision/1

FFET Award Challenge for this Learning Programme:
Create a template for the Unit 2 exam to support exam revision.

