Scheme of Work 2020-2021
Scheme of Work 2020-2021 **Subject: BTEC Business level 3**

Year Group: 12
Specification: Unit 2

Week Beginning	Topic & Objectives	Big Question – What will students learn?	Key Activities & Specialist Terminology (Do Now Task / Starter/Tasks/Plenary	Planned Assessment	Homework or flipped learning resources DODDLE resources	Lit Num SMSC Codes
3/9/20	Overview of course – Course purpose and outcomes	• What will they be studying? • Why will they be studying this? • How will they be assessed?	• **Introduction to the course** – outline the Unit purpose – how it builds into the bigger picture ie how does this unit fit with the rest of the course? • **How will they be assessed** – provide students with an outline on how they will be assessed (end of unit assessment)	N/A – students to be provided with course overview		Lit

7/9/20	A1-The role of marketing	• Principles and purposes of marketing:
		  o anticipating demand
		  o recognising demand
		  o stimulating demand
		  o Satisfying demand.
			• **Tutor-led discussion:** The different methods used to market products and services; whether these are likely to be the same in the near future. Help learners to identify trends towards mobile marketing and impact of social media on marketing.
			• **Paired activity:** Discuss and decide upon a definition of marketing, then discuss definitions as a whole group and come to a group conclusion.
			• **Tutor presentation:** Overview of 'What is marketing?', including links to market research, consumer behaviour and the marketing and promotional mix.
				Observations of students and completed class work		Lit
						
						Social
						
						Moral
						
						Cultural
						
						So8
						Sp2
						Sp5

14/9/20	A1 The role of marketing	• Principles and purposes of marketing: o anticipating demand o recognising demand o stimulating demand o Satisfying demand.	• **Tutor presentation:** The role of branding in marketing and its impact on consumers. • **Paired activity:** Learners identify some widely recognised brands and carry out internet research to investigate how these brands market their products.	Observations of students and completed class work	Learners visit a local retail park or shopping centre to gain a basic understanding of the different ways in which businesses and brands are being marketed.	Lit Social Moral Cultural So8 Sp2 Sp5
21/9/20	A1 The role of marketing	• Marketing aims and objectives: o understanding customer wants and needs o developing new products o improving profitability o increasing market share o diversification o Increased brand awareness and loyalty.	• **Tutor presentation:** Introduce learners to the difference between aims and objectives, and links between corporate and marketing objectives. • **Group activity:** Sorting activity to identify typical marketing objectives. • **Paired activity:** Learners research marketing objectives of four organisations: a for-profit business, a social enterprise, a charity or trust and a public sector organisation. They then present their findings to the whole group.	Observations of students and completed class work	Independent study work on an analysis of the Marketing Mix in a specific business	Lit Social Moral Cultural So8 Sp2 Sp5
28/9/20	A1 The role of marketing	• Types of market – mass and niche market.	• **Tutor-led discussion:** Discuss the difference between mass and niche markets and introduce the concept of	Observations of students and		Lit Social

				completed class work		Moral Cultural So8 Sp2 Sp5
		• Market segmentation.	market segmentation. Discuss how markets can be segmented. • **Individual activity:** Learners explore a specific market such as the car market or the housing market, especially the ways in which segmentation could be used within that market. They should then present their findings on the type of market, its segments and its characteristics. Alternatively, learners could then be presented with a worksheet to answer questions on niche/mass markets and segmentation, and use their research to provide specific real life examples. • **Plenary:** Q & A – learners asked to consider whether the products they have presented meet the needs of the target market, and to justify their judgement.			
5/10/2020	Topic A1 The role of marketing	• Branding, brand personality, brand image, unique selling point (USP), implications of business size for marketing activity, budgetary constraints, availability of specialist staff.	• **Knowledge quiz:** Recap the purpose and benefits of branding. • **Tutor presentation:** What is brand personality and brand image, and how are they established? Provide a range of alternative examples such as branded grocery or beverage products. Discuss restrictions due to size of organisation, available budget and availability of specialist staff. • **Individual research activity:** Learners research a range of recognised brands from different markets. For each brand, they should identify the brand image, the targeted customer segment and the needs	Observations of students and completed class work	Branding Activity – Prepare notes for Case Study Assessment (following week)	Lit Num Social Moral Cultural So8 Sp2 Sp5

			and wants of the customer that are satisfied by the brand. • This could be made into a group or paired activity where individuals research two brands and then the group share their research so they have a wide range of data for future use.			
12/10/2020	Topic A2 Influences on marketing activity	• Internal influences: o cost of the campaign o availability of finance o expertise of staff o Size and culture of the business.	• **Tutor-led discussion**: Building on previous lessons, discuss how different internal factors can influence the types of marketing activity that can be undertaken. Internal influences include: o the cost of a campaign o the financial wellbeing of the business o the size and culture of the business o The availability of experienced staff. • **Tutor-led demonstration**: Look at a number of high-profile marketing campaigns to show how internal influences may have determined the nature of the campaign and the choice of media used.	Observations of students and completed class work	Case Study Assessment (Private Study)	Lit Num Social Moral Cultural So8 Sp2 Sp5
19/10/2020	Topic A2 Influences on marketing activity	Revision session	• **Knowledge quiz:** Learners complete a self-marked knowledge check on learning aim A, with verbal feedback from the tutor. • **Independent activity:** Learners complete a personal target-setting activity based on quiz feedback.	Observations of students and completed class work	Research questions on topics for next week's lesson	Lit

2/11/2020	Topic B1 Purpose of researching information to identify the needs and wants of customers	• To identify target markets. • To identify size, structure and trends in the market. • To identify competition.	• **Tutor-led discussion:** The purpose and types of market research. • **Small group activity:** Give learners a set of matching cards which give descriptions of different research methods, the types of data that can be collected and the purposes of research. Learners to copy notes or take photographs of correctly matched cards for revision purposes. • **Plenary**: Learners to discuss which methods are better for collecting quantitative data and which methods for qualitative data.	Observations of students and completed class work	Assessment Questions (Private Study lesson)	Lit Social Moral Cultural So8 Sp2 Sp5
9/11/2020	Topic B2 Market research methods and use	Primary research.	• **Tutor presentation:** Introduce methods of primary research and the benefits and drawbacks of each method. • **Paired activity:** Learners to select a range of primary market research methods, and use these to obtain data from which the size, structure and trends in a given market can be extracted. Learners should save their research findings for use in later lessons.	Observations of students and completed class work		Lit Num – interpreta tion of data Social Moral So8 Sp2 Sp5
16/11/2020	Topic B2 Market research methods and use	Secondary research: ○ internal ○ External.	• **Tutor presentation:** Introduce methods of secondary research (internal and external), and the benefits and drawbacks of each method. • **Paired activity:** Using a range of secondary research sources, learners select	Observations of students and completed class work	Assessment Questions (Private Study lesson)	Lit Num – interpreta tion of data Social

			appropriate data to add to that already collected in previous lessons on the size, structure and trends in the same given market. • **Paired presentation:** Learners present their research findings to the class. Presentation could be via slide show, pod cast, or concept diagram/mind map.			Moral So8 Sp2 Sp5
23/11/2020	Topic B2 Market research methods and use	• Importance of validity, reliability, appropriateness, currency, cost. • Quantitative and qualitative data, when and where used. • Sufficiency and focus of the research. • Selection and extraction.	• **Tutor-led discussion:** Discuss the validity of the data collected in previous lessons. Explain how to work out whether it is reliable and complete, and whether it is a sufficient basis on which a business could decide to undertake a costly marketing campaign. • **Individual activity:** Learners consider the validity of their data and how it might be improved. • **Paired activity:** Learners select appropriate research data that they have collected and test it for validity, reliability, currency and sufficiency.	Observations of students and completed class work		Lit Num Social Moral So8 Sp2 Sp5
30/11/2020	Topic B3 Developing the rationale	• Interpretation, analysis and use of data and other information to make valid marketing decisions. • Identification of any further sources of	• **Tutor-led discussion**: Give examples of research for a market, product or service, then ask learners to identify what the data shows. • **Paired activity**: Learners consider how the data could be analysed and whether they could use graphical representations of data for ease of understanding. What gaps can they identify in the data?	Observations of students and completed class work	Assessment Questions (Private Study lesson)	Lit Num Social Moral Cultural So8 Sp2

		information that may be required. • Evaluation of the reliability and validity of the information obtained.	• **Paired presentation**: Learners present their data analysis to the whole group, including an evaluation of the reliability and validity of the data and source(s). Presentation could be via slide show, pod cast, or concept diagram/mind map • **Plenary**: Ask learners, 'Would you invest £50,000 in this product or marketing campaign based on the information collected?', and ask them to note down the pros and cons on a whiteboard or flip chart.			Sp5
7/12/2020	Topic B3 Developing the rationale	• Interpretation, analysis and use of data and other information to make valid marketing decisions. • Identification of any further sources of information that may be required. • Evaluation of the reliability and validity of the information obtained.	• **Tutor presentation**: Introduce the different stages in the campaign development process: o the audit, checking 'where are we now?' using SWOT analysis and identifying external factors using PESTLE analysis (covered in more detail in topic C) o setting marketing objectives o determining the right strategy o action planning and budget setting o Implementation and monitoring. • **Individual activity**: Learners research successful marketing campaigns to establish an appropriate time scale, starting by looking at the websites of leading advertising agencies.	Observations of students and completed class work		Lit Social Moral Cultural So8 Sp2 Sp5
14/12/2020	Topic B3 Developing the rationale	• Product life cycle.	• **Tutor presentation:** Introduce the concept of the product life cycle and cover the various stages from research and development through to withdrawal from	Observations of students and completed class work	Assessment Questions (Private Study lesson)	Lit Social

			the market. Cover suitable extension strategies used by a number of brands. • **Paired activity:** Learners identify factors that may influence the length of the product life cycle. Contribute identified factors to a group discussion. • **Plenary:** Discuss the benefits and drawbacks of using the product life cycle model for making marketing decisions.			Moral Cultural So8 Sp2 Sp5