Level 3 BTEC National Extended Certificate in Business

The tasks set below have been chosen to reflect different units in the course:

- Unit 1: Exploring Business
- Unit 2: Developing a marketing campaign

By undertaking these tasks, you will gain an insight into the type of work you will be required to complete throughout the two years.

How will the tasks support your understanding of the course?

The tasks set below will give you an opportunity to demonstrate the key skills of data analysis

What skills will you begin to develop by completing this work?
- the ability to learn independently
- the ability to research actively and methodically
- to be able to give presentations and be active group members

KEY information

TASK 1- (Linked to Unit 1: Exploring Business)

The purpose of this task is for you to gain an understanding of the key topics included in the Unit 1 specification and apply this knowledge to given scenarios.

Resources required

MS Word or any word processing software

Submit via a word document as an attachment emailed to w.coley@derbymoor.derby.sch.uk

Subject of the email should be your **Full name – Step up to Sixth Form submission 1**

Useful resources

https://www.youtube.com/watch?v=3OnbKAO2YLU

TASK 2- (Linked to Unit 2: Developing a marketing campaign

The purpose of this task is to gain insight into creating a marketing campaign for a chosen business; something you will have to do in the 9 hour controlled assessment.

Resources required

MS Word or any word processing software

Submit via - word document or an attachment emailed to a.hrncic@derbymoor.derby.sch.uk

Subject of the email should be your **Full name – Step up to Sixth Form submission 2**

Useful resources

BTEC Business Level 3: Developing a marketing campaign:

https://www.youtube.com/watch?v=kcLRU8U14XY

TO DEEPEN YOUR UNDERSTANDING

Additional resources

https://www.youtube.com/watch?v=iJIialAFSIA&list=PLMg-z-Uc0ix0EjaRrlzx9TBIs7RrAtI_5 – 21 parts to it

https://www.youtube.com/watch?v=7L38fEJRS7c - explanation of the **Pass/Merit/Distinction grading**

Together we succeed

Achievement   Aspiration   High Expectations   Community

TASK 1- (Linked to Unit 1 – Exploring Business)

Task: PESTLE Analysis

As part of Unit 1 you will need to develop skills in completing a PESTLE Analysis. Research the following headings and then apply the information to the restaurant industry.

- Political Factors: include government policy, political stability or instability, corruption, foreign trade policy, tax policy, labour law include economic growth, exchange rates, inflation rates, interest rates, disposable income of consumers
- Economic Factors: include economic growth, exchange rates, inflation rates, interest rates, disposable income of consumers
- Social Factors: include population trends such as the population growth rate, age distribution, income distribution
- Technological Factors: include technology incentives, the level of innovation, automation, (R&D) activity
- Environmental Factors: include ecological and environmental aspects such as weather, climate and climate change
- Legal Factors: include laws such as discrimination, antitrust, employment, consumer protection and copyright laws

Activity: Complete a PESTLE Analysis for the Restaurant industry

Using your PESTLE analysis for the restaurant industry write up a short evaluation whether each aspect of it will be good or bad for a new restaurant to set up and how it will affect it.

Email this to w.coley@derbymoor.derby.sch.uk Subject of the email should be your *Full name – Step up to Sixth Form submission 1*

TASK 2- (Linked to Unit 2: Developing a marketing campaign)

Please view the YouTube video(s), all 21 parts, as you work through this task, to help deepen your understanding

1. Open up a word document – Title Unit 2: Developing a marketing campaign

2. Choose a company's marketing campaign to evaluate, some of the most active businesses are listed below, <u>but feel free to choose your own</u>

3. What is marketing? What does the marketing mix mean? Why is it important? What is the difference between a niche and a mass market? (DO NOT COPY DIRECTLY FROM THE INTERNET – that is considered plagiarism)

4. Introduce the company; do they have a portfolio of products? Who is their target market? Why have you chosen this campaign and what made it effective? What evidence do you have to support this? Could they have done anything differently? Did they get anything wrong? How did they learn from this?

5. What is your overall judgement?

6. Businesses that feature in the 'best marketing campaigns of 2019 –

    Adidas, Cadbury, Churchill, Coca Cola, Dove, Gillette, Greggs, H&M, HSBC, Iceland, KFC, KLM, Lidl, Marmite, Mars/Snickers, McDonalds, Monzo, Nike, Paddy Power, Tesco, Visa, Warburton's

7. Your choice can be from campaigns on any platform; TV, social media (be precise) and include viral stunts / celebrity endorsements etc.
8. A large part of Business Studies is about identifying the benefits and drawbacks of different situations and making your own judgement based on evidence
9. As before, we do not want streams of information. Please research sufficient sources* to enable you to give a balanced assessment but do provide concise answers that are specific to your chosen campaign
10. As we said before, the best thing about business studies, is it changes every day, and it affects all parts of society
11. Email this to a.hrncic@derbymoor.derby.sch.uk - Subject of the email should be your *Full name – Step up to Sixth Form submission 2*

* Please provide a basic reference to indicate source of your information eg: https://www.marketingweek.com/