



Subject	Year	Term														
Business	12	2														
Topic																
Exploring Business and Marketing																
Content (Intent)																
Prior Learning (Topic)	Features Of Successful Business And The Role Of Marketing															
In this section, students are required to study the Business Environment and the Influences on Marketing Activity.																
Future Learning (Topic)	Personal Finance															
What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)															
Learners will examine the environment in which businesses operate, including the internal and external environment and a range of situational analytical tools Learners will examine business markets, including structure, relationship between, demand and supply and price and the impact on pricing and output decisions in different market structures. You will investigate the role and contribution of innovation and enterprise to business success Learners will gain skills relating to and an understanding of how a marketing campaign is developed and the influences on marketing activity both internally and externally. Learners will learn how to interpret data and information to plan a marketing campaign, including both primary and secondary data and evaluate the campaign overall	Assessment 1: Assessments of coursework to understand levels of progress and attainment, and to set individual targets, Exploring Business Assignment C Homework to test your understanding of ideas/concepts and application to coursework and the external examination in Marketing Assessment 2: Test to produce a SWOT & PESTEL analysis on a marketing campaign															
Skills: Use business terminology to identify and explain business activity Write up the findings of their own research Use case studies to explore complex or unfamiliar situations Demonstrate practical skills and communication skills using appropriate presentations and role plays Investigate, analyse and evaluate business opportunities and issues. Make justified decisions using both qualitative and quantitative data, including its selection, interpretation, analysis and evaluation and the application of appropriate quantitative skills, in your chosen business investigations	Assessment 1: Assessments of coursework to understand levels of progress and attainment, and to set individual targets, Exploring Business Assignment D Assessment 2: Test to produce a Marketing campaign on a previous pre-released topic Assessment 3: Assessments of coursework to understand levels of progress and attainment, and to set individual targets, Exploring Business Assignment E															
How can parents help at home?																
Discuss current affair issues by watching/reading the Business and Economic news. Download the BBC or use Flipboard app and set to business/ economic notifications to receive the most up to date articles. Buy revision guide and work to compliment class notes and homework. See reading list below.																
Helpful further reading/discussion (including Reading and Vocabulary Lists)																
Reading Pearson BTEC National Business Student Book 1 – 978129212641 Revise BTEC National Business Revision Guide - 9781292150123 Revise BTEC National Business Revision Workbook - 9781292150116	Vocabulary Lists <table><tr><td>PESTEL</td><td>Supply</td></tr><tr><td>SWOT</td><td>Elasticity</td></tr><tr><td>Corporate Culture</td><td>External Influences</td></tr><tr><td>Ethics</td><td>Marketing Mix</td></tr><tr><td>Situational Analysis</td><td>Product Life Cycle</td></tr><tr><td>Porters Five Forces</td><td>Innovation</td></tr><tr><td>Market Structures</td><td>Economic Cycle</td></tr></table>		PESTEL	Supply	SWOT	Elasticity	Corporate Culture	External Influences	Ethics	Marketing Mix	Situational Analysis	Product Life Cycle	Porters Five Forces	Innovation	Market Structures	Economic Cycle
PESTEL	Supply															
SWOT	Elasticity															
Corporate Culture	External Influences															
Ethics	Marketing Mix															
Situational Analysis	Product Life Cycle															
Porters Five Forces	Innovation															
Market Structures	Economic Cycle															