

Year 12 Exam Week Preparation

Year Group:	12
Subject:	Business

Details of exam

Paper to be sat:	Unit 2 Developing a Marketing Campaign
Topics to be covered in the exam:	<p>Students will research, develop, and justify a full marketing campaign for a real business scenario.</p> <p>Part A (2 hours) Students receive a research pack containing information such as:</p> <ul style="list-style-type: none">• Business background• Product or service information• Market research data• Customer profiles and trends <p>Part A is completed independently, and students can create up to two pages of notes to take into Part B.</p> <p>Part B (3 hours) – Sat the following day Part B is completed under exam conditions. Students use their Part A notes to respond to set exam tasks, which require them to design a complete marketing campaign.</p> <p>Students explain:</p> <ul style="list-style-type: none">• The aims and objectives of the campaign• Why their chosen strategy fits the business and the market• How the research supports their decisions• 7 P's• Develop a marketing budget and timeline <p>Key topics include:</p> <ul style="list-style-type: none">- SMART objectives, growth aims, and campaign success measures.- Market Research Types and reliability of data.- Market types – Mass vs Niche- Market Segmentation types (demographic, psychographic, behavioural, geographic).- SWOT and PESTLE Analysis- Stages of the Product Lifecycle- 7 Ps of the Marketing Mix

Materials to support your revision

Link to online resources	<p>https://quizlet.com/gb/422909987/business-unit-2-revision-flash-cards/</p> <p>Exam Preparation Live Stream recordings</p> <p>https://www.youtube.com/playlist?list=PLp8BSCLLWBUBDGmL6PF60OkGn-OpFvnfT</p> <p>Unit 2 Revision</p>
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	https://www.youtube.com/playlist?list=PLp8BSCLLWBUBeTwf57gXxdPXDjDFvrJRg
Link to exemplars/past papers	https://qualifications.pearson.com/en/support/support-topics/exams/past-papers.html?Qualification-Family=BTEC-Nationals
Link to model answers or mark schemes:	https://qualifications.pearson.com/en/support/support-topics/exams/past-papers.html?Qualification-Family=BTEC-Nationals
Recommended revision guides	REVISE BTEC Nationals in Business. by Diane Sutherland (Author), Jon Sutherland (Author), Steve Jakubowski (Author)
In house booklets:	<p>Students can access the course documents via Moodle.</p> <p>https://www.qehs.net/moodle2/course/view.php?id=514</p> <p>A variety of revision resources are also available via Microsoft Teams. Each student should go to the files section of their Business Studies class group.</p> <p>This area includes:</p> <ul style="list-style-type: none"> - Revision PowerPoints - Key term glossaries - Past Papers and Mark Schemes - Exemplar responses - Links to revision resources - In house booklets <p>All students will receive a copy of knowledge organisers, key term glossaries and a past paper to keep in their folders.</p>