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| **What will we be learning?**Unit 2 allows learners to gain skills and develop an understanding of how a marketing campaign is developed. | **Why this? Why now?**Unit 2 is taught in Year 13 as the externally assessed unit that runs alongside the coursework based Unit 8. Unit 2 is a more complex exam so learners benefit from year 12 experience, knowledge and study skills to help complete a more complex exam. Unit 2 gives an insight into how important Marketing is to a business. It will enable students to make an informed choice as to whether students want to specialise in Marketing in employment, training or higher education. | **Key Words:**Marketing MixCampaignRationaleGANTTBudget BrandMarket ShareViralCash FlowStraplineCultureDisposable IncomeMarket IntelligenceMarket ResearchConsumerPrototypeValidityReliabilityAimsObjectiveSubjectiveSloganProfitUnit CostRRP |
| **What will we learn?****Unit 2 – Developing a Marketing Campaign:**Students will explore different stages of the process that a business goes through when developing its campaign and then they will develop their own campaign for a given product or service. The unit is made up of 3 Learning Aims: **Learning Aim A** – Introduction to the principles and purposes of Marketing that underpin the creation of a rationale for a Marketing campaign **Learning Aim B** – Using information to develop the rationale for a Marketing campaign **Learning Aim C** – Planning and Developing a Marketing campaign. |
| **What opportunities are there for wider study?**During theory delivery for each of the Learning Aims, students will have the opportunity to do additional case study research to enrich their studies and provide additional context to embed their learning.  |
| **How will I be assessed?**This unit is assessed under supervised conditions for Part A and Part B over 2 consecutive days. For Part A, learners will be given a Research Pack with a 2-hour supervised window, allowing them to create a research document to help them with their marketing campaign. Part B is a 3 hour supervised period where students use the research from Part A to create their marketing campaign.  |