


**Business Department - BTEC Marketing – Year 12 Year 1**

 <b>Shirley High Curriculum Map</b>	A Year 12 Business student will develop an understanding of the careers available in the marketing industry and of the skills, knowledge and behaviours required to work in the industry. Students will also explore marketing principles and apply them to a variety of contexts.					
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:
	Unit 1: Careers in Marketing Unit 2: Marketing Principles	Unit 1: Careers in Marketing Unit 2: Marketing Principles	Unit 2: Marketing Principles	Unit 2: Marketing Principles	Unit 2: Marketing Principles	Unit 3: Customer communications
<b>Why Now?</b>	U1: Is an excellent introduction to the marketing industry and the types of job roles available. Also the opportunities in marketing through studying at higher education and gaining a professional qualification  U2: Introduction to the marketing activities of organisations and why segmentation and understanding consumer behaviour is important when developing marketing campaigns. In turn will help show a range of job opportunities available	U1: Is an excellent introduction to the marketing industry and the types of job roles available. Also the opportunities in marketing through studying at higher education and gaining a professional qualification  U2: Introduction to the marketing activities of organisations and why segmentation and understanding consumer behaviour is important when developing marketing campaigns. In turn will help show a range of job opportunities available	U2: Introduction to the marketing activities of organisations and why segmentation and understanding consumer behaviour is important when developing marketing campaigns. In turn will help show a range of job opportunities available	U2: Introduction to the marketing activities of organisations and why segmentation and understanding consumer behaviour is important when developing marketing campaigns. In turn will help show a range of job opportunities available	U2: Exam preparation	U3: Introduction to how businesses develop and use customer communications to engage with customers.
<b>Fundamental Concepts</b>	U1: Examine the organisation of the marketing industry in the UK Investigate careers in the marketing industry  U2: Investigating marketing activities Researching and analysing the market	U1: Undertake recruitment activities for a job role in the marketing industry Reflect on own performance in the recruitment process to prepare for a career in the marketing industry  U2: Researching and analysing the market	U2: Understand how to attract consumers and customers Understand how businesses develop a marketing strategy using a coordinated marketing mix (7Ps) to attract customers	Understand how businesses develop a marketing strategy using a coordinated marketing mix (7Ps) to attract customers	Exam practice techniques	U3: Explore segmentation, targeting and positioning and the influences on the customer decision-making process
<b>Students will...</b>	<p><b>U1:</b> Explore the organisation and structure of the marketing industry in the UK.</p> <p>Explore how the factors affecting the marketing industry in the UK have had an impact on the evolving nature of the marketing industry</p> <p>Explore the different careers and progression routes in the marketing industry and their associated skills and behaviours</p> <p>Explore how laws, regulations and codes of practice are implemented and complied with in the marketing industry.</p> <p><b>U2:</b> Understand the role of marketing and its application and importance for exchanges between organisations, customers and suppliers of for-profit and not-for-profit organisations.</p> <p>Understand the importance of marketing organisations meeting marketing objectives to achieve the overall aim of the organisation.</p> <p>Understand the methods of gathering research using traditional and digital methods, and the importance of continuous market research to track changes over time, they will analyse marketing data</p>	<p>Be able to complete a personal skills audit identifying own suitability for a selected marketing job</p> <p>Prepare appropriate documentation for use in recruitment activities</p> <p>Participate in recruitment activities showing appropriate knowledge and skills</p> <p>Review own strengths and areas for development in response to feedback on own performance in the recruitment activities</p> <p><b>U2:</b> Understand the methods of gathering research using traditional and digital methods, and the importance of continuous market research to track changes over time, they will analyse marketing data</p> <p>Make judgements on the quality of market research.</p> <p>Know and understand the features of the marketing environment, how situations can change, the different marketing tools, how and why they are used, and the importance of these as the basis for making decisions</p>	<p>Learners will understand how and why B2B and B2C organisations segment the market, and how and why marketing activities are adapted according to the different segments identified</p> <p>Customer needs and wants</p> <p>Learners will understand customer profiling within marketing practice</p>	<p>Learners will understand customer profiling within marketing practice</p> <p>Learners will understand how the marketing mix (4Ps of product, price, place and promotion, and extended 7Ps for the marketing of services) combines traditional and digital marketing methods to define a marketing strategy and campaign</p>	<p>Review and revision</p> <p>Exam practice in readiness for the external exam.</p> <p>Targeted revision and practice</p>	<p>Go some way in understanding the different types of customer</p> <p>Purpose and methods of segmenting, targeting and positioning</p>
<b>Language for Life (Key terms/ Vocabulary)</b>	Command verbs linked to specific criteria eg: pass = describe, merit = analyse, distinction = evaluate					
<b>Extended writing Opportunities</b>	Formally assessed written report Assignment A&B	Formally assessed written report Assignment C&D	Formally assessed written report	Formally assessed written report	External exam Unit 2: Marketing Principles 27/05/2022 PM	Formally assessed written report Assignment A
<b>Maths Across the Curriculum</b>	inflation rates interest rates numerical, data and analysis skills Salary scales	financial/accounting records government statistics external company accounts Quantitative and qualitative data Costs		Costs and profit Pricing strategies Budget economies		Maximising sales Sales volume and values
<b>Links to careers/ aspirations</b>	All units are given a vocational context, linking how the skills and assessment outcomes relate to different workplaces	All units are given a vocational context, linking how the skills and assessment outcomes relate to different workplaces	All units are given a vocational context, linking how the skills and assessment outcomes relate to different workplaces	All units are given a vocational context, linking how the skills and assessment outcomes relate to different workplaces	All units are given a vocational context, linking how the skills and assessment outcomes relate to different workplaces	All units are given a vocational context, linking how the skills and assessment outcomes relate to different workplaces
<b>Cultural Capital</b>	<b>Book:</b> Start Now. Get Perfect Later <b>Place</b> –Institute of Marketing/UCAS <b>TV</b> – Marketing in practice	<b>Book</b> – Principles and Practice of Marketing <b>Place</b> – Institute of marketing London <b>TV</b> – McDonalds annotated history	<b>Book:</b> B2B Customer Experience: A practical guide to delivering exceptional CX. Paul Hague <b>TV/film:</b> <b>Place:</b> The London Eye	<b>Book:</b> 1page Marketing Plan: get new customers, make more money, And stand out from the Crowd. Dib Alan <b>TV/film:</b> Extended marketing mix, Apple v Poundland	<b>Book:</b> Revision book <b>TV/film:</b> How to prepare for your exams - youtube <b>Place:</b> Tutor2u workshop	<b>Book:</b> My work as a customer service representative is. So top secret even I don't know what I'm doing.

				Place: Thorpe Park/ Alton Towers		TV/film: <a href="https://www.youtube.com/watch?v=C2cbPWYdef8">https://www.youtube.com/watch?v=C2cbPWYdef8</a> Place: Speakers corner
<b>Practical Application of Skills</b>	Using real life businesses as situational context, applying theory which allows learners to delve into the decisions they make (or not) and the concurrent analysis that has real life implications in the ever changing world we live in, for businesses and all of their stakeholders. Learners will then evaluate the theory in relation to numerous examples and the impacts that have been created for all topics to give them a well-rounded understanding of a variety of industries to understand the impact of business.					