Department – Year 13 BTEC

Shirley High Curriculum Map

Y13 The Expert Geographer *– Students will have a full range of advanced geographical and life skills and be fully prepared for their BTec exams coursework and for the next stage of their journey after Shirley High school.*

	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 3: Principles of Marketing in Travel and Tourism 90 GLH · Mandatory · Synoptic · Internal Assessment (2 Assignments)		Unit 9: Visitor Attractions 60 GLH · Optional · Internal Assessment (3 Assignments)		Quality Assurance Standards Verification and final resits	Course Complete Grades claimed · Results in August
Extended Certificate 360 GLH (A level equivalent)	A1-4: Recap of marketing and customer service (Year 12 Summer 2). B1-3: The impact of marketing activities on the success of travel and tourism organisations. Assignment 1: Learning aims A and B.	C1-3: Market research to identify a new travel and tourism product or service. D1-2: A promotional campaign for the new product or service, to meet stated objectives. Assignment 2: Learning aims C and D (synoptic), handed in by Mid-Autumn 2 term.	A1-4: The nature, role and appeal of visitor attractions.	B1-4: How visitor attractions meet the diverse expectations of visitors. C1-2: How visitor attractions respond to competition and measure success and appeal. Assignments 2 and 3: Learning aims B and C, handed in by end of Spring 2.	Standards Verification: first sample to the Standards Verifier by mid-May. Retakes: exceptional, Pass criteria only. External Resits: May/June series.	Grades Claimed: all internal grades by Pearson's early-July deadline. Results: Level 3 results day in August.
Unit 1 / Unit 2 Resits Only pupils who need them (max. two resits per unit)	Review: Year 12 results (August); agree resits and enter for the January series by mid-October.	Resit Revision: Unit 2 Part A window opens 1 December.	January Series: Unit 2 Part B and Unit 1 in early January.	Final Resits: January results mid-March; enter for May/June by late March.	May/June Series: final opportunity (Unit 2 Part B and Unit 1).	Best Grade Counts: resit results arrive in August; the best attempt counts towards the qualification grade.
Why Now?	Unit 3 follows on from Year 12 Summer 2, so learning aim A is recent for Assignment 1. Learning aim B compares two organisations with contrasting approaches to marketing; the specification calls employer links essential, so guest speakers are booked early and pupils choose their own contrasting pair. Year 12 results (August) decide January resit entries; a U in Unit 1 or 2 must be resat to achieve the qualification.	Market research and the campaign (C and D) come last because Assignment 2 is synoptic: it must follow the teaching of the other mandatory units (Units 1 and 2, completed in Year 12), so pupils can select and apply learning from them. Handing in by early December lets assessment, internal verification and any resubmission (up to 15 term-time working days, never across a holiday) finish before Autumn 2.	Unit 9 builds on Unit 1 (attractions as a sector) and Unit 2 (appeal). Many theme parks close in winter and some heritage sites open less, so choose two contrasting attractions open in the spring term (e.g. a national museum and a natural attraction such as a country park). January resits are sat by pupils who need them.	Learning aims B and C build on A: once pupils know why attractions appeal and how they are funded, they can judge the visitor experience, competition and success. Hand-ins are timed so any resubmission finishes before Spring 2, leaving Summer 1 for the Standards Verification sample.	Pearson only samples units whose grades are final, so resubmissions and any retakes come first; the Standards Verification sample follows by mid-May. The May/June series is the final resit opportunity (three attempts in total).	Internal grades must match those agreed with the Standards Verifier and be claimed by early July, or results may not be issued on the Level 3 results day in August. Level 3 results day falls in mid-August when university places are confirmed.
Fundamental Concepts	**Unit 3:** marketing and customer service work together to influence customer decisions and meet needs. Pupils apply the marketing mix and its impacts; the marketing process and SMART objectives; how marketing contributes to success (the Ansoff matrix for growth; push and pull, CRM, B2B and B2C approaches) and the internal and external influences on it; how to collect and analyse valid, reliable primary and secondary research to identify a new product or service; and how to design a promotional campaign with objectives, budget and KPIs, producing material or activity checked with AIDA and KISS. As the synoptic unit, it requires pupils to select and apply learning from across the qualification. Assignments: **A and B** a report or presentation on two organisations; **C and D** a promotional campaign based on market research, with promotional material or activity and an evaluation of how far its objectives can be achieved.		Unit 9: visitor attractions, built, natural and event attractions, draw domestic and overseas visitors and are a major source of revenue. Pupils investigate their scale, ownership, funding and additional revenue; how they meet and exceed the diverse expectations of different visitors through products, services, primary and secondary spend and technology; and how they respond to competition and measure success and appeal with data (visitor numbers and types, spend, repeat visits, ALVA and BALPPA data, break-even). Assignments: A presentation with speaker notes; B an article; C a report; each compares two contrasting attractions.		Summer: assessment is quality assured (internal verification, then Pearson's Standards Verification), final resits are sat and grades are claimed; the course ends with the qualification grade in August and progression to university, apprenticeships or employment	
Pupils will…	A1–A4 recap marketing and customer service, customer decisions and needs, and the 4Ps (taught in Year 12 Summer 2). B1 explain the marketing process, SMART objectives, brands and brand extensions, the effect of organisation size, and mass v. niche markets. B2 analyse how marketing contributes to success: Ansoff matrix, push and pull, CRM, B2B and B2C. B3 assess external (political, economic, social, technological, legal and ethical, environmental) and internal influences, and globalisation. Assignment 1 (A and B): report or presentation on two organisations with contrasting approaches to marketing, A.P1, A.P2, B.P3, B.P4, A.M1, B.M2, A.D1, B.D2.	C1 plan research: objectives, primary methods (surveys, interviews, observation, focus groups), secondary sources; validity, reliability, currency; quantitative v. qualitative data. C2 analyse data for demand, target market and competitors; C3 use results to justify the new product, target market, objectives, communication methods and 4Ps. Practise on a different organisation; research visit to a small local organisation or less-developed destination. D1 design a campaign: aims and objectives, target market, USP, price, place, promotion and timescale, budget, KPIs. D2 produce promotional material or activity using AIDA and KISS (e.g. a landing page with a call to action). Assignment 2 (C and D, synoptic): C.P5, D.P6, C.M3, D.M4, C.D3, D.D4. Resubmission (only if the Lead IV authorises one): completed before Autumn 2.	A1 classify built, natural and event attractions (including MICE). A2 explain scale (international to local), ownership, economic contribution (multiplier), scope (development, diversification, regeneration) and appeal. A3 explain funding: DCMS, VisitBritain, National Lottery, trusts, UNESCO v. self-funded (EU funding and the Growth Programme are now historic – substitute current schemes, agreed with the Standards Verifier). A4 evaluate additional revenue (events, on-site accommodation, merchandise, venue hire). Assignment 1: presentation with speaker notes on two contrasting attractions, A.P1, A.P2, A.M1, A.D1.	B1 identify visitor types and their expectations; B2 explain products, support services, and primary and secondary spend. B3 explain how attractions meet and exceed expectations; B4 assess the importance of technology (booking, visitor management, interactive displays, guiding, apps). Assignment 2: article on two contrasting attractions – B.P3, B.P4, B.M2, B.D2. C1 explain strategies for responding to competition; C2 analyse success and appeal data (visitor numbers and types, length of stay, spend, repeat visits, ALVA, BALPPA, break-even). Assignment 3: report on how two contrasting attractions respond to competition and measure success and appeal, C.P5, C.P6, C.M3, C.D3. Resubmission (only if the Lead IV authorises one): completed before Autumn 2.	Retake (exceptional, Lead IV only): a new assignment targeting only the Pass criteria still unmet, capped at Pass. Revise for any resit: Unit 1 A–D (timed extended answers, AO3–AO5) or Unit 2 (research notes and timed Part B practice). May/June resits: Unit 2 Part A research window, then Part B and the Unit 1 exam in May. Confirm next steps: university offers, apprenticeship or job applications.	Final unit grades: Unit 3 and Unit 9 confirmed after Standards Verification and claimed by early July. Results day (August): qualification grade from total points, Pass 36, Merit 52, Distinction 74, D* 90 (of 96), provided Units 1 and 2 are at least Near Pass and Unit 3 at least Pass. Next steps: take up university, apprenticeship or employment places; Clearing support on results day if needed.
Language for Life (Key terms / Vocabulary)	SMART, brand extension, mass v. niche market, Ansoff matrix, market penetration, product development, market expansion, diversification, push and pull, CRM, B2B, B2C, globalisation. Command terms (specification Appendix 2): identify, examine, explain,	Primary and secondary research, sample, validity, reliability, currency, qualitative, quantitative, competitor analysis, campaign objectives, budget, KPI, AIDA, KISS, call to action, landing page.	Built and natural attractions, AONB (now National Landscape), scale, scope, diversification, regeneration, multiplier effect, grant, trust, self-funded, revenue generation.	Primary and secondary spend, support services, visitor management, interpretation, Blue Badge guide, competitive advantage, seasonality, brand loyalty, ALVA, BALPPA, break-even.	Resit command words (as in Year 12 Summer 1). Quality assurance: resubmission, retake, internal verification, Standards Verifier.	Qualification grade, points threshold, Near Pass, Distinction* (D*), UCAS Tariff, Clearing, degree apprenticeship.

	analyse, evaluate, justify, produce.					
Extended writing Opportunities	Unit 3 Assignment 1: report or presentation on two organisations.	Unit 3 Assignment 2: research write-up and campaign plan with an evaluation of how far its objectives can be achieved.	Unit 9 Assignment 1: presentation and speaker notes.	Unit 9 Assignment 2 (article) and Assignment 3 (report).	Resit practice only: Unit 1 extended responses and Unit 2 Part B extended pieces (as in Year 12 Summer 1).	Course complete: assignment reports, the article and the campaign serve as writing samples for applications and interviews.
Maths Across the Curriculum	Market share and growth figures; comparing prices and pricing strategies.	Questionnaire design, sampling, tallying, percentages and charts; campaign budget; KPI targets.	Economic contribution and the multiplier; comparing admission prices and funding sources.	Visitor-number trends, % change, average spend per visitor, break-even analysis.	'Calculate' questions and data analysis for any Unit 1 resit; costings for any Unit 2 resit.	Working out the qualification grade from unit points.
Links to careers / aspirations	Marketing executive, brand and CRM roles; guest speakers from marketing.	Market research analyst, digital marketing, advertising, PR.	Visitor experience, attraction operations, heritage and museum roles.	Attraction management, events, data and revenue roles.	Next steps: university (tourism, events, geography, business), degree apprenticeships and employment.	Results day guidance: Clearing, apprenticeships and entry roles in travel, aviation, hospitality and attractions.
Cultural Capital	Guest speakers from two contrasting organisations (e.g. a small local tour business and a large tour operator).	Research visit to a small local organisation or less-developed destination.	Visits to two contrasting attractions open in winter (e.g. a London Museum and a natural attraction such as a country park).	Talk from an attraction manager on how visitor data is used.	Alumni talk: former pupils on tourism-related degrees, apprenticeships and careers.	Results day celebration; alumni stay in touch to speak to future cohorts.
Practical Application of Skills	Analysing real campaigns and marketing mixes; Harvard referencing and a signed authenticity declaration with each assignment.	Designing, running and analysing questionnaires; producing promotional material (poster, social post, landing page).	On-site observation; presenting with speaker notes.	Mystery-visitor audit; testing online booking; spreadsheet analysis of visitor data.	Timed resit practice under exam conditions; preparing for university or apprenticeship interviews.	Applying research, presentation and customer-service skills in interviews, applications and first roles.