

Curriculum Overview Business – Holly Lodge Girls' College

Year 12		
Unit 2 – Developing a Marketing Campaign		
Title	Curriculum content	Assessment
Learning aim A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign	<ul style="list-style-type: none"> The role of marketing Influences on marketing activity 	<p style="text-align: center;">DIRT</p> <p style="text-align: center;">External exam</p> <p style="text-align: center;">Part A Wednesday 10th January 2024</p> <p style="text-align: center;">Part B Thursday 11th January 2024</p>
Learning aim B Using information to develop the rationale for a marketing campaign	<ul style="list-style-type: none"> Purpose of researching information to identify the needs and wants of customers Market research methods and use Developing the rationale 	
Learning aim C Planning and developing a marketing campaign	<ul style="list-style-type: none"> Marketing campaign activity Marketing mix The marketing campaign Appropriateness of marketing campaign 	
Unit 1 Exploring Business		
Title	Curriculum content	Assessment
Learning aim A: Explore the features of different businesses and analyse what makes them successful	<ul style="list-style-type: none"> Features of businesses Stakeholders and their influence Effective business communications 	All assessments carried out in line with Pearson assignment briefs.
Learning aim B: Investigate how businesses are organised	<ul style="list-style-type: none"> Structure and organisation Aims and objectives 	All assessments carried out in line with Pearson assignment briefs.
Learning aim C: Examine the environment in which businesses operate	<ul style="list-style-type: none"> Internal & External environment Competitive environment Situational analysis 	All assessments carried out in line with Pearson assignment briefs.
Learning aim D: Examine business markets	<ul style="list-style-type: none"> Different market structures Relationship between demand, supply and price Pricing and output decisions 	All assessments carried out in line with Pearson assignment briefs.
Learning aim E: Investigate the role and contribution of innovation and enterprise to business success	<ul style="list-style-type: none"> Role of innovation and enterprise 	All assessments carried out in line with Pearson assignment briefs.

	<ul style="list-style-type: none">• Benefits and risks associated with innovation and enterprise	
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