



Year 12

Investigate the role & contribution of innovation & enterprise to business success



Examine business markets

Examine the environment in which businesses operate

Planning and developing a marketing campaign

Investigate how businesses are organised

Using information to develop the rationale for a marketing campaign

Introduction to the principles & purposes of marketing that underpin the creation of a rationale for a marketing campaign

Explore the features of different businesses & analyse what makes them successful

Knowledge	Attributes / Character	Skills	Experiences
<p>Unit 1 Exploring Business</p> <ul style="list-style-type: none"> Exploring the features of different businesses and analyse what makes them successful Investigate how businesses are organised Examine the environment in which businesses operate Examine business markets Investigate the role and contribution of innovation and enterprise to business success <p>Unit 2: Developing a Marketing Campaign</p> <ul style="list-style-type: none"> An introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign. The role of marketing Principles and purposes of marketing Influences on marketing activity Purpose of researching information to identify the needs and wants of customers Market research methods and use Developing the rationale Marketing campaign activity - Selection of appropriate marketing aims and objectives to suit business goals. Marketing mix The marketing campaign Appropriateness of marketing campaign 	<ul style="list-style-type: none"> Confidence <ul style="list-style-type: none"> Praise Oracy - Turn and Talk, Think, Pair, Share Presentation skills Team work Organisation <ul style="list-style-type: none"> Workbooks/folder checks Regular use of Google classroom Resilience <ul style="list-style-type: none"> Developing problem solving skills Re-drafting reports Empathy <ul style="list-style-type: none"> Working in collaboration with others Peer assessment Feedback on presentations 	<ul style="list-style-type: none"> Problem-solving skills: Critical thinking Intrapersonal skills: Communication skills Presentation Adaptability and resilience Self-monitoring and development. Reading business articles and texts Effective academic writing Analytical skills Ability to learn independently Research skills Public speaking Evaluate qualitative and quantitative evidence to make informed judgements 	<ul style="list-style-type: none"> Trip to Drayton manor/JLR Tycoon Business Challenge Morgan Stanley Sustainability Project University taster day MOOC's