

Year 12

E Investigate the role and contribution of innovation and enterprise to business success



D Examine business markets

C Examine the environment in which businesses Operate

C Planning and developing a marketing campaign

B Investigate how businesses are organised

B Using information to develop the rationale for a marketing campaign

A Explore the features of different businesses and analyse what makes them successful

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