

Curriculum Area: Year 11 BTEC Business

2017/2018

Topics	Year Curriculum	How you can support learning at home, eg. books, websites, family learning through visits
<p>Learning Aim: explore the use of branding and the promotional mix in business</p> <p>Students will find out what it takes to build a brand and what a business has to consider when planning brand development. Students will investigate the importance of branding to a business, the types of branding that are available and why businesses need to review and update their brands. Students will consider the important role of promotion and its place within the marketing mix and discover that promotion is a communication process, involving the sending and receiving of messages via a particular medium.</p> <p>Students will:</p> <ul style="list-style-type: none">• Explain how branding is used in two businesses.• Assess the marketing mix for a selected branded product.• Describe the purpose of elements of the promotional mix used for a selected branded product.• Compare the use of brand promotion in two businesses.• Explain the importance of selecting an appropriate promotional mix for a selected branded product.• Evaluate the effectiveness of the promotional mix for a selected branded product.	AP1	

<p>Learning Aim: develop and promote a brand for a business.</p> <p>Students will review branding methods and techniques and consider how businesses promote their brand images. Students will be encouraged to think of ideas for a brand and gain skills in developing promotional activities such as objective setting, selecting an appropriate promotional mix and justifying the choices you make when planning a promotional campaign for a brand.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Use branding methods and techniques to recommend a brand personality and a target market for a brand. • Plan a promotional campaign for a brand. • Explain how branding methods and techniques were used to recommend a brand personality and a target market for a brand. • Justify the choice of promotional mix for a brand. • Evaluate the effectiveness of a promotional campaign for a brand and recommend improvements. 	AP2	
<p>Learning Aim: know about job roles and functional areas in business.</p> <p>Students will be introduced to the variety of job roles that exist within Businesses and the various functions that are performed by individual roles, as well as the types of organisational structures used in businesses. Students will discover that there are a number of important roles in any business which have to be performed effectively for that business to be successful.</p> <p>Students will:</p> <ul style="list-style-type: none"> • explain the purpose of different functional areas in two contrasting businesses. • describe the responsibilities of two different job roles in two contrasting businesses. 	AP3	

<ul style="list-style-type: none"> • compare two job roles and responsibilities from different functional areas in two contrasting businesses but it lacks detail. • produce a realistic personal career development plan but have shown little evidence of independent research and planning • analyse the impact of organisational structure on job roles and functional areas in a selected business, using appropriate examples. 		
<p>Learning Aim: produce documentation for specific job roles and demonstrate interview skills and plan career development.</p> <p>Students will be given the opportunity to complete job descriptions and job specifications for a given job role and will also have the opportunity to complete an application and an interview for a specific job role.</p> <p>Students will:</p> <ul style="list-style-type: none"> • produce an appropriate and detailed job description and person specification for a specific job. • Produce a curriculum vitae, letter of application and completed application form to apply for a suitable job role. • Produce a personal audit of your skills. • Provide appropriate responses to interview questions for a specific job role. • Produce a realistic personal career development plan. • produce an appropriate job description and person specification for a specific job 	AP4	
Exam Period	AP5	
Exam Period	AP6	