

Course Start

Course Start is independent learning you need to complete as a fundamental part of your introduction to the course. It should take you approximately 5 hours to complete.

Course Name	BTEC Business Extended Certificate
How this Course Start fits into the first term of the course	<p><i>Our first Unit of study is:</i></p> <p>Unit 2 Developing a Marketing Campaign <i>This unit contains focuses on the principles of marketing and builds up your confidence to be able to develop your own marketing campaign.</i></p>
How will my Course Start learning be used in lessons?	<p><i>The tasks will introduce you to key terminology within Unit 2 in the following topics:</i></p> <p>A01 - <i>Demonstrate knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions.</i></p>
Course Start learning objectives	<ul style="list-style-type: none"> <i>To understand simple principles of marketing</i> <i>To understand the different types of data sources in marketing</i> <i>To understand key marketing terms</i> <i>To understand the requirements of the controlled assessment</i>

Study Skills	<ul style="list-style-type: none"> • Research skills - using suggested sources and • identifying key information needed for a marketing campaign. • Communication skills - using your findings, utilise and formulate effective writing skills for a marketing campaign. Numerical processing - formulating calculations for a marketing budget.
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Expectations

Our specification is: [Click here](#)

Completing Planned Study (independent learning) of 5 hours per week.
Writing tasks involving a range of practice marketing campaigns set by your BTEC teacher. 2 assessed marketing campaigns.
Application of numerical skills including analysing graphs and data, to put together a marketing budget.
Demonstrating a keen interest in current affairs and its impact on business. Keeping up to date with political and economic changes and the impact on society. Having an eye for high profile marketing campaigns is an added bonus.
Engaging in class discussions to assist with formulating effective arguments to put forward a balanced marketing campaign and completed coursework.
Developing independent learning skills (e.g., time management, preparing for each week's lessons, completing learning tasks outside lessons). Engaging with teachers, Google classroom and completing set homework.
Develop an awareness of a wide range of UK based and global businesses and their marketing campaigns.
Continuous reflections as to the potential career opportunities, employability considerations and the significant impact external and internal business decisions can have on the working environment.

BTEC Extended Certificate in Business

Course start - independent learning project

At the start of your course, you will take a business assessment. This will allow us to ascertain your business aptitude and commitment to the course. Your business assessment will be based on the topic and concepts of marketing.

All learning resources will be made available to you via the college platform.

You will need to **independently study** basic Business topics and watch relevant **teaching videos**.

You may also be tested on simple numeric calculations. You will need a simple calculator (non-scientific is fine) rather than using your phone for these calculations.

Direct videos for each topic area are located in the table below - although you may want to complete your own further research to deepen your understanding.

Business Topic	Links to resources	How this will be used
The role of marketing	CLICK HERE	Introduction to the concept of marketing.
Understanding customer needs	CLICK HERE	How marketing meets customers needs
The marketing mix	CLICK HERE	The marketing mix is a business tool that businesses use to set actions or tactics to promote their brand or product.

Part A of the test

You will be required to complete some questions based around the topics covered in the above videos. Make sure you watch them carefully and make some notes.

Part B of the test

You will be required to show some understanding of the above topics and apply them to a 'marketing campaign' scenario.

Any questions or concerns regarding this piece or work please email: sww@varndean.ac.uk

NOTE TAKING TEMPLATE

Notes from video 1

Notes from video 2

Notes from video 3