

Course Start

Course: BTEC Business Level 3

What is Course Start? It is independent learning you need to complete as a fundamental part of your introduction to the course. It should take you approximately **2 hours to complete**.

Course Name	BTEC Business Extended Certificate
How this Course Start fits into the first term of the course	When you start with us in September, we will start with UNIT 2 of the qualification – Developing a Marketing Campaign. In this unit, you will learn how to create your own professional marketing proposal. You are required to learn industry techniques that are used in real-life scenarios. It is a great unit and we hope that you thoroughly enjoy your time studying it.
How will my Course Start learning be used in lessons?	By completing this Course Start, you will start to gain a basic understanding of the principles of marketing and looking at the world of advertising. It is vital to get off to a good start, so do ensure you complete this coursework please.
Course Start learning objectives	• Explain the purpose of marketing. • Identify a suitable target market. • Carry out simple primary and secondary market research. • Use research evidence to make marketing decisions. • Create suitable marketing aims and objectives. • Apply elements of the marketing mix. • Select appropriate promotional methods. • Create a simple marketing budget. • Produce a basic campaign timescale. • Present ideas professionally and clearly.
Study Skills you may develop completing this course start	• Independent learning • Meeting a deadline • Written communication • Digital presentation • Research and referencing • Creativity • Numeracy • Organisation and time management

THE TASKS YOU NEED TO COMPLETE ARE BELOW:

BTEC Extended Certificate in Business Course Start independent learning project

READ the Business scenario and attempt ALL questions please.

YOUR NAME:

TASK 1: You have been employed as a junior marketing assistant by a new business

The business wants to launch a new product or service aimed at students aged **16–19**. You have been given a marketing budget of **£5,000** and must design a campaign that will attract attention, generate interest and encourage students to purchase or use the product.

You must research the market, identify a target audience and create a clear marketing campaign proposal.

Possible products you could choose:

SUGGESTED PRODUCT/SERVICE	Tick the box you will use for your idea
A healthy college snack	
A student discount app	
Sustainable college clothing	
A revision and study planning app	
A student social event	
A reusable drinks bottle brand	
A gaming or esports event	
A well-being or relaxation service	
A college-based coffee or smoothie service	
Own idea	

Now answer the following questions, in as much detail as you can.

1. In your own words, describe what is meant by **MARKETING** in Business?

2. Which **product** or **service** did you decide to **promote**? (*from the list above*)

3. Who is the **product** or **service** aimed at and why?

4. Describe the **market your product or service comes from** e.g. healthy snack market, the app market, revision and study market. How big is the market? Is it a growing market? Has it potential?

5. How will the £5000 budget be used to promote this new product or service? Give some level of detail in your answer, so we know how much money is being spent and where.

Final Campaign Proposal

Write approximately 200–300 words explaining why your marketing campaign is likely to be successful.

Useful Sentence Starters

The campaign is aimed at...

Research showed that...

This is important because...

The most effective promotional method will be...

This should lead to...

A possible limitation is...

Overall, the campaign is likely to succeed because...

Final campaign proposal:



Task 2

Read this excerpt from [Chapter 2: Developing a Marketing Campaign](#), which is taken from the BTEC National Business Student Book 1, and make your own notes in preparation for studying UNIT 2 of the BTEC Business extended certificate.

Any questions / problems – sww@varndean.ac.uk

Submit work to – sww@varndean.ac.uk

See you in September!