

My Sixth Form Transition Task



Name:

Subject: BTEC Level 3 National Extended Certificate in Business

This year I will be studying...

UNIT OF WORK	Learning Aims
Unit 1 - Exploring Business	<p>A. Explore the features of different businesses and analyse what makes them successful</p> <p>B. Investigate how businesses are organised</p> <p>C. Examine the environment in which businesses operate</p> <p>D. Examine business markets</p> <p>E. Investigate the role and contribution of innovation and enterprise to business success.</p>
Unit 2 - Developing a Marketing Campaign (External Exam)	<p>AO1 - Demonstrate knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions.</p> <p>AO2 - Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns.</p> <p>AO3 - Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances.</p> <p>AO4 - Be able to develop a marketing campaign with appropriate justification, synthesizing ideas and evidence from several sources to support arguments.</p>

<p>Unit 3 - Personal and Business Finance (External Exam)</p>	<p>AO1 - Demonstrate knowledge and understanding of business and personal finance principles, concepts, key terms, functions and theories</p> <p>AO2 - Apply knowledge and understanding of financial issues and accounting processes to real-life business and personal scenarios</p> <p>AO3 - Analyse business and personal financial information and data, demonstrating the ability to interpret the potential impact and outcome in context</p> <p>AO4 - Evaluate how financial information and data can be used, and interrelate, in order to justify conclusions related to business and personal finance</p>
<p>Unit 22 - Market Research</p>	<p>A. Examine the types of market research used in business</p> <p>B. Plan and implement a market research activity to meet a specific marketing objective</p> <p>C. Analyse and present market research findings and recommend process improvements.</p>

My exam/coursework will look like...

<p>Unit 1 - Coursework</p>	<p><i>This unit is internally assessed and externally moderated. In this introductory unit, learners study the purpose of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive</i></p>
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<p>Unit 2 – Written paper</p>	<p><i>This unit is assessed under supervised conditions. Part A is released two weeks before part B is scheduled for learners to carry out research. Part B is a supervised assessment of three hours taken in a single session during the two-day period timetabled by Pearson. The assessment is set and marked by Pearson.</i></p> <p><i>The number of marks for the unit is 70.</i></p>
<p>Unit 3 – Written Paper</p>	<p>This unit is externally marked and assessed under supervised examination conditions. Learners will study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information.</p>
<p>Unit 22 – Coursework</p>	<p><i>This unit is internally assessed and externally moderated. Learners examine the different aspects of market research used by businesses. They will undertake a research project, interpret their findings and produce a written report.</i></p>

I will be assessed on...

My Level 3 Qualification consists of four units and is an Extended Certificate equivalent to 1 A-Level and is marked at a Pass, Merit or Distinction. All units must be passed in order to achieve a full qualification.

Task

Pick a marketing campaign you have found (this could be from a newspaper, a website or a TV advert) and create a PowerPoint presentation that answers the following points:

- What are they selling
- Who do you think their target market is
- Why have they marketed it in this way?
- Have they attracted the target market and how?
- How effective is the marketing campaign and why?

This presentation is due on your first Business lesson and will be shared with the class.