

### What are the aims and intentions of this curriculum?

The aim of the Year 13 BTEC Curriculum is to provide students with the following brief: 'You are working part time as a research assistant for a market research agency. The agency is looking to expand and is targeting small to medium enterprises as potential new clients. The business manager has asked you to put together a briefing paper which examines the types of market research used by organisations and the benefits of using specialist research agencies.'

Term	Topics	Knowledge and key terms	Skills developed	Assessment
Autumn 1	<b>A:</b> Understand the concept and the principles of marketing and their application in the business environment	<ul style="list-style-type: none"> <li>Principles of marketing</li> <li>The marketing concept</li> <li>Marketing defined</li> <li>Marketing activities and functions</li> <li>Setting SMART marketing objectives</li> <li>Principles of marketing</li> <li>Planning, control and evaluation of marketing processes</li> <li>Development of e-marketing</li> </ul>	<ul style="list-style-type: none"> <li>Introductory discussion (What is marketing)</li> <li>Complete Practice point on orientation and the marketing concept</li> <li>Attempt Jaguar left in the slow lane &amp; Take it further additional activity</li> <li>Attempt Thinking point activity on the influence of e-marketing</li> <li>Research activity E Marketing</li> </ul>	<p><b>Formative</b></p> <p>Weekly research Worksheets Homework Peer assessment Student presentations Self-marking exercises</p> <p><b>Summative</b></p> <p>Research report on the principles of marketing.</p>
Autumn 2	<b>B:</b> Examine the types of market research used in business	<ul style="list-style-type: none"> <li>Marketing research</li> <li>What is marketing research and how is it used within organisations</li> <li>Quantitative and qualitative research and their benefits and limitations Primary research</li> <li>Methods and purposes of primary research methods</li> <li>Assessing the appropriateness of primary research methods</li> <li>Types of sampling and accuracy of data • Planning primary research (producing a MR brief)</li> <li>Sources of bias</li> <li>Electronic collection and analysis of data</li> </ul>	<ul style="list-style-type: none"> <li>Complete Practice point on primary research and MP3 players and follow with Take it further activity</li> <li>Attempt Thinking point activity where students have to recommend primary research methods</li> <li>Complete market research activity</li> <li>Attempt Thinking point activity on use of databases detailing customer needs</li> </ul>	<p><b>Formative</b></p> <p>Weekly research Worksheets Homework Peer assessment Student presentations Self-marking exercises</p> <p><b>Summative</b></p> <p>3000 Words Report (coursework) P1, M1, D1</p>

Spring 1	<p><b>C:</b> Plan and implement a market research activity to meet a specific marketing objective</p>	<ul style="list-style-type: none"> <li>Using marketing information</li> <li>Use of marketing information to achieve business objectives</li> <li>Understanding customer preferences, lifestyles and aspirations e.g. ACORN</li> <li>Understanding competitor behaviour and activities</li> <li>Understanding the market environment • Decision making units (DMUs)</li> <li>The 4Cs and how these are used to segment</li> <li>Analytical techniques</li> <li>Situation analysis</li> <li>PESTLE</li> <li>SWOT</li> <li>Competitor analysis (Porters)</li> <li>Product lifecycles</li> <li>Product portfolio analysis (Boston Consulting Group Matrix)</li> <li>Diversification</li> <li>Implications of social and technological change</li> </ul>	<ul style="list-style-type: none"> <li>Complete case study on M&amp;S's consumer profiles</li> <li>Complete Thinking Point on competitor surveys</li> <li>Attempt Case Study entitled Baby Boomers and follow it with the Take It Further activity</li> <li>Complete Practice Point activity requiring students to identify external factors</li> <li>Attempt SWOT Worksheet</li> <li>Apply Porters in Watching the Competition activity and Product Lifecycles activity</li> <li>Apply BCG Matrix analysis with worksheet activity and practice skills with Practice Point</li> <li>Complete Thinking Point activity on technological and social influences</li> <li>Complete Plenary Activity on benefits/limitations of analytical techniques</li> </ul>	<p><b><u>Formative</u></b>  Weekly research  Worksheets  Homework  Peer assessment  Student presentations  Self-marking exercises</p> <p><b><u>Summative</u></b>  6000 Words individual coursework (P2,3,4. M2, D2)</p>
Spring 2	<p><b>D:</b> Analyse and present market research findings and recommend process improvements</p>	<ul style="list-style-type: none"> <li>Market segmentation and targeting</li> <li>Design of the 4Ps and 7Ps to satisfy the needs of a target group</li> <li>Greater individualisation afforded by e-business and e-marketing</li> <li>Making questions using survey Monkey</li> </ul>	<ul style="list-style-type: none"> <li>Attempt Practice Point on why keep in touch with customers and follow it with Take it Further activity after completing questions</li> <li>Analysing the questionnaire results</li> <li>Complete Relationship Marketing Worksheet</li> <li>Complete Evaluating a Marketing Plan and the results.</li> </ul>	<p><b><u>Formative</u></b>  Weekly research  Worksheets  Homework  Peer assessment  Student presentations  Self-marking exercises</p> <p><b><u>Summative</u></b>  4000 Words individual coursework (P5, M3, M4, D3)</p>
Summer 1	<p>Student workshops, individual performance reviews and target setting and completion of internally set assignment.</p>			<p>Revising for examination resist and signing off coursework to be moderated.</p>