

SUMMER HOMEWORK: BTEC NATIONAL CERTIFICATE IN BUSINESS UNIT 2 - DEVELOPING A MARKETING CAMPAIGN

OVERVIEW

This summer homework will help you understand and develop a marketing campaign. You will complete tasks covering market research, the marketing mix, campaign planning, budgeting, and evaluation.

ASSIGNMENT BREAKDOWN

Part 1: Market Research

1. Market Research Report:

- **Target Market:** Identify your audience (age, gender, income, location).
- **Market Trends:** Research current trends for your product/service.
- **Competitor Analysis:** Compare two competitors' strengths, weaknesses, and strategies.
- **Customer Needs:** Use surveys or online research to understand customer preferences.

Helpful Website:

- [Statista](#)

Part 2: Marketing Mix (4 Ps)

2. Marketing Mix Strategy:

- **Product:** Describe your product's features and benefits.
- **Price:** Outline your pricing strategy.
- **Place:** Explain your distribution method.
- **Promotion:** Plan your advertising and promotion.

Helpful Websites:

- [Marketing Mix](#)
- [Pricing Strategies](#)

Part 3: Campaign Planning

3. Campaign Objectives and Goals:

- Define your campaign goals using SMART criteria (Specific, Measurable, Achievable, Relevant, Time-bound).

Helpful Websites:

- [SMART Goals](#)

Part 4: Marketing Materials

Design Promotional Materials:

- Create mock-ups for a print ad, social media post, email newsletter, and a video script.

Helpful Websites:

- [Canva](#)
- [Mailchimp](#)

Tips for Success

- **Research Thoroughly:** Use reliable sources and cite them.
- **Be Creative:** Make your promotional materials stand out.
- **Stay Organised:** Track your progress and meet deadlines.
- **Review and Revise:** Ensure accuracy and completeness.

Good luck, and have a productive summer!