



Unit title	Unit 2: Developing a Marketing Campaign
Guided learning hours	90
Number of lessons	90
Duration of lessons	55 minute lessons based in C301

Lesson	Topic
1	<p>Topic A1 The role of marketing</p> <ul style="list-style-type: none"> • Principles and purposes of marketing: <ul style="list-style-type: none"> ○ anticipating demand ○ recognising demand ○ stimulating demand ○ satisfying demand.
2-3	<ul style="list-style-type: none"> • Principles and purposes of marketing: <ul style="list-style-type: none"> ○ anticipating demand ○ recognising demand ○ stimulating demand ○ satisfying demand.
4	<ul style="list-style-type: none"> • Marketing aims and objectives: <ul style="list-style-type: none"> ○ understanding customer wants and needs ○ developing new products ○ improving profitability



Lesson	Topic
	<ul style="list-style-type: none"> ○ increasing market share ○ diversification ○ increased brand awareness and loyalty.
5-6	<ul style="list-style-type: none"> ● Types of market – mass and niche market. ● Market segmentation.
7-8	<ul style="list-style-type: none"> ● Branding, brand personality, brand image, unique selling point (USP), implications of business size for marketing activity, budgetary constraints, availability of specialist staff.
9-10	<p>Topic A2 Influences on marketing activity</p> <ul style="list-style-type: none"> ● Internal influences: <ul style="list-style-type: none"> ○ cost of the campaign ○ availability of finance ○ expertise of staff ○ size and culture of the business.
11	<ul style="list-style-type: none"> ● External influences: <ul style="list-style-type: none"> ○ social ○ technological ○ economic ○ environmental ○ political ○ legal



Lesson	Topic
	<ul style="list-style-type: none"> ○ ethical.
12	Revision session
13	<p>Topic B1 Purpose of researching information to identify the needs and wants of customers</p> <ul style="list-style-type: none"> • To identify target markets. • To identify size, structure and trends in the market. • To identify competition.
14–15	<p>Topic B2 Market research methods and use</p> <ul style="list-style-type: none"> • Primary research.
16	<ul style="list-style-type: none"> • Secondary research: <ul style="list-style-type: none"> ○ internal ○ external.
17	<ul style="list-style-type: none"> • Importance of validity, reliability, appropriateness, currency, cost. • Quantitative and qualitative data, when and where used. • Sufficiency and focus of the research.



Lesson	Topic
	<ul style="list-style-type: none"> • Selection and extraction.
18	<p>Topic B3 Developing the rationale</p> <ul style="list-style-type: none"> • Interpretation, analysis and use of data and other information to make valid marketing decisions. • Identification of any further sources of information that may be required. • Evaluation of the reliability and validity of the information obtained.
19	<ul style="list-style-type: none"> • Interpretation, analysis and use of data and other information to make valid marketing decisions. • Identification of any further sources of information that may be required. • Evaluation of the reliability and validity of the information obtained.
20	<ul style="list-style-type: none"> • Product life cycle.
21	<ul style="list-style-type: none"> • Revision session
22	<p>Topic C1 Marketing campaign activity</p> <ul style="list-style-type: none"> • Selection of appropriate marketing aims and objectives to suit business goals. • Situational analysis: SWOT and PESTLE. • Use of research data to determine target market.
23	<ul style="list-style-type: none"> • Use of research data to conduct competitor analysis.
24	<p>Topic C2 Marketing mix</p> <ul style="list-style-type: none"> • Product development.
25	<ul style="list-style-type: none"> • Pricing strategies. • Promotional advertising, public relations (PR). Sponsorship, use of social and other media, guerrilla marketing, personal selling, product placement, digital marketing, corporate image.
26	<ul style="list-style-type: none"> • Place, distribution channels.



Lesson	Topic
	<ul style="list-style-type: none"> Extended marketing mix.
27–28	<p>Topic C3 The marketing campaign</p> <ul style="list-style-type: none"> Content of the marketing message.
29–30	<ul style="list-style-type: none"> Selection of an appropriate marketing mix.
31–32	<ul style="list-style-type: none"> Selection of appropriate media.
33	<ul style="list-style-type: none"> Allocation of the campaign budget. Timelines for the campaign including monitoring.
34	<ul style="list-style-type: none"> How the campaign is to be evaluated.
35–36	<p>Topic C4 Appropriateness of marketing campaign</p> <ul style="list-style-type: none"> How far the marketing activity reinforces brand value. The sustainability of marketing activities. Flexibility of the campaign to respond to both internal and external changes. Relevance to organisational goals. Appropriateness to target market. Legal and ethical considerations.
37–38	<ul style="list-style-type: none"> Practice assessment activity.
39	Revision session
40	<ul style="list-style-type: none"> Revision session
41	<ul style="list-style-type: none"> Mock assessment <p>(Subject to time pressure)</p>



Lesson	Topic
42-45	Research for the external assessment