

BTEC Business: Bridging Yr 11 to 12. Session 1

Brief Introduction but mainly marketing



Game of Thrones promoted awareness of their new series by erecting a dragon's head on a Dorset beach, making it appear as if it had been washed ashore

Why – its different & eye catching so it stands out from other promotions. It is likely to catch attention and to be shared, particularly across social media platforms, creating high levels of awareness. Consequently they might be able to additionally attract higher volume of viewers who were previously unaware of the program.

Problem – high cost of production, installation & removal, so only suitable for a highly profitable business

Why study BTEC Business not 3 A-levels?

- It is varied and practical so you gain real vocational (work) skills from doing the course
- Vast majority of universities like the qualification so you can still go to University; typically it is only the very top ones which don't accept it
- The course work and exams are spread out over 2 years so if you find doing exams hard, but are hard working you will probably get a higher grade doing BTEC than A-levels
- A levels tend to be more theoretical, whilst with BTEC business you have to produce a variety of deliverables not all of them in exam formats. For example you need to be able to produce a Marketing Campaign for a specified company
- This work – is designed to give you a preview/taster of the course to see if you would like it.

The Units you will cover are ...

Mandatory (compulsory) Units

Unit 1: Exploring Business

Unit 2: Developing a Marketing Campaign - Externally examined

Unit 3: Personal and Business Finance - Externally examined

Unit 4: Managing an Event.

Unit 5: International Business

Unit 6: Principles of Management - Externally examined

Unit 7: Business Decision Making - Externally examined

The other 6 units are likely to be

Unit 8: Recruitment and Selection Process

Unit 9: Team Building in Business.

Unit 18: Creative Product Promotion.

Unit 14: Investigating Customer Service

Unit 20: Investigating Corporate Social Responsibility

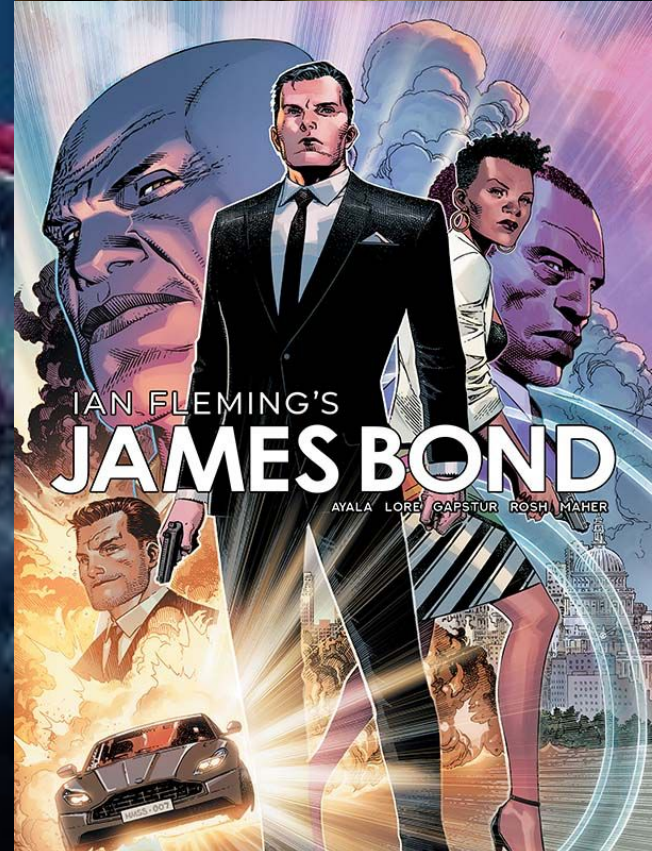
Unit 28: Branding

Marketing Promotion – Activity 1 Knowledge

One of the most important things about promotion is to understand who is interested in buying your product. We call these our 'target audience'. If you know who they are, you can determine some of their characteristics, interests and habits.

Once you have that information you can start to tailor a package of promotions to make your target audience aware of your product.

Activity 1 – read & take notes about the factors which influence promotional decisions <https://www.tutor2u.net/business/reference/promotion-introduction>



Marketing Promotion – Activity 2 Research

Research 2 films and take notes of the different ways that they were promoted. You need to ensure they contrast and preferably have different target audiences

Suggestion 1 – A Marvel/James Bond film or equivalent, which has a global audience, covering most ages as well as huge budgets

Suggestion 2 – A small independent film aimed just at your age group (maybe shown direct on Netflix) and having missed the cinema/DVD/download route

Activity 2

A: create a table to record your data that shows how the variety of promotions contrast. For example both probably use Instagram but it is less likely that the small film would have been on chatshow programs such as Graham Norton/Oneshow/Last leg etc

B: Try and suggest a reason behind the decisions (Activity 1 should help with this)

Activity 3 – Plan a Promotion

By now you should have lots of ideas about the variety of different promotions and the need to inform the target audience about the product.

Take this knowledge and then plan a promotion for the forthcoming launch of Wednesday season 2. Make each choice justified. You may wish to revert back to your notes for ideas such as budget, target audience etc.

