**Year 13 BTEC L3 Extended Certificate in Business**

**Unit 2 Developing a Marketing Campaign Set Task**

You will need to submit the following **two** documents on completion of the supervised

assessment period:

* a rationale for the marketing campaign
* a budgeted plan for the marketing campaign

You will need to refer to the additional task information in the Part B paper along with your

notes from the research and preparatory work undertaken in Part A.

**Activity 1**

Prepare a rationale for a marketing campaign.

**Revise the following**

* marketing aims and objectives
* research data on the market, to include:
	+ an analysis of your research, using appropriate tools (PESTLE, SWOT, Product Life Cycle)
	+ target market
	+ size, structure and trends
	+ competition
* a justification for your rationale.

**(Total for Activity 1 = 34 marks)**

**Activity 2**

Based on your rationale from Activity 1, you must produce a plan for the marketing

Campaign.

**Revise the following**

* marketing mix (Product, Price, Place, Promotion, People, Process, Physical Environment)
* marketing message
* selection of media
* campaign budget
* timescale

You must produce this plan in an appropriate written format for the owners of the business*.*

**(Total for Activity 2 = 36 marks)**