

Year 12 Curriculum Overview Business Studies 2023-24

Business Studies OCR Diploma (double award)	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit Title	Marketing Strategy Unit 6	Marketing Strategy Unit 6	Marketing Campaign Unit 7	Marketing Campaign Unit 7	Business Decisions Unit 3	Delivering a Project Unit 22
Approximate number of lessons	28	28	24	24	24	28
Curriculum content	<p>LO1 Understand the purpose of marketing strategies</p> <p>LO2 Understand factors influencing marketing strategies</p>	<p>LO3 Understand digital marketing</p> <p>Lo4 Know what benefits branding can generate for businesses</p> <p>LO5 Be able to use business tools to propose marketing strategies</p>	<p>LO1 Understand the purpose of marketing campaigns</p> <p>LO2 Understand the elements of the marketing mix</p> <p>LO3 Understand how digital marketing is used and the impact it has on businesses and their customers</p>	<p>LO4 Understand the role of Public Relations (PR), advertising and digital marketing agencies in business</p> <p>LO5 Be able to plan marketing campaigns</p> <p>LO6 Be able to pitch planned marketing campaigns</p>	<p>LO1 Understand factors to be taken into account when making business decisions</p> <p>LO2 Be able to use financial data to inform business decisions</p> <p>LO3 Understand how human resource information informs business decisions</p> <p>LO4 Understand how marketing information informs business decisions</p> <p>LO5 Be able to use resource, project and change management information to inform business decisions</p> <p>LO6 Be able to use information to make and justify business decisions</p>	<p>LO1 Be able to scope a project</p>

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Links to prior learning	Unit 1 & 5 marketing – 4Ps, research types	Unit 1 & 5 marketing - SWOT	Unit 1 marketing – use of social media	Unit 1 marketing – PESTLEE & unit 16 project planning	Units 1 & 5 financial constraints, PESTLEE, functional areas	Unit 16 – how to write a project plan
Cultural Capital opportunities	Marketing case studies 1 https://www.marketingweek.com/tag/case-studies/	Marketing case studies 2 https://www.marketingweek.com/tag/case-studies/	Review use of digital media of a business of your choice – how should they improve?	Read & produce own digital marketing campaign https://www.outbrain.com/help/advertisers/digital-marketing-tools/?cq_plt=gp&utm_source=google-uk&utm_medium=cpc&utm_campaign=115134907--amplify-google-uk-leads-text-search-dynamic_search-expect&utm_term=&utm_content=496219245783&utm_ad=496219245783&utm_network=g&utm_device=c&utm_placement=&utm_position=&keyword=&campaignID=12248463776&matchtype=b&adgroupID=118199648558&gclid=EA1aIQobChMirKiOgITM8QIVh6ztCh1HfAUJEAAYiAAEgIkKfD_BwE	Video https://www.tutor2u.net/business/reference/deliverable-explained Resisting change https://www.tutor2u.net/business/reference/change-management-why-change-is-resisted	Sign up for project planning tool & try it out https://app.float.com/join
Assessment focus	Course work Marked fortnightly as per hand-in dates	Course work Marked fortnightly as per hand-in dates	Course work Marked fortnightly as per hand-in dates	Course work Marked fortnightly as per hand-in dates	Knowledge Test Examination - Interim unit assessment	Course work Marked fortnightly as per hand-in dates
					Examination - May	
Name of knowledge organiser	https://www.ocr.org.uk/Images/294555-marketing-strategy.pdf		https://www.ocr.org.uk/Images/294556-marketing-campaign.pdf https://www.ocr.org.uk/Images/294527-business-decisions.pdf			https://www.ocr.org.uk/Images/294581-delivering-a-business-project.pdf