

YEAR 1 - Year 12 Business Studies OCR Diploma (double award)

Business Studies	Autumn 1 (Teacher 1)	Autumn 2 (Teacher 1)	Autumn 1 (Teacher 2)	Autumn 2 (Teacher 2)	Spring/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	LO1 Understand the purpose of marketing strategies LO2 Understand factors influencing marketing strategies	LO3 Understand digital marketing LO4 Know what benefits branding can generate for businesses LO5 Be able to use business tools to propose marketing strategies	LO1 Understand the purpose of marketing campaigns LO2 Understand the elements of the marketing mix LO3 Understand how digital marketing is used and the impact it has on businesses and their customers	LO4 Understand the role of Public Relations (PR), advertising and digital marketing agencies in business LO5 Be able to plan marketing campaigns LO6 Be able to pitch planned marketing campaigns	LO1 Understand factors to be taken into account when making business decisions LO2 Be able to use financial data to inform business decisions LO3 Understand how human resource information informs business decisions LO4 Understand how marketing information	LO1 Be able to scope a project

					<p>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>	
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	<p>Marketing case studies 1</p> <p>https://www.marketingweek.com/tag/case-studies/</p>	<p>Marketing case studies 2</p> <p>https://www.marketingweek.com/tag/case-studies/</p>	Review use of digital media of a business of your choice – how should they improve?	<p>Read & produce own digital marketing campaign</p> <p>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-experience&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=EAlalQobChMirKi</p>	<p>Video</p> <p>https://www.tutor2u.net/business/reference/delagation-explained</p> <p>Resisting change</p> <p>https://www.tutor2u.net/business/reference/change-management-why-change-is-resisted</p>	<p>Sign up for project planning tool & try it out</p> <p>https://app.float.com/join</p>

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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 Examination - May	Course work Marked fortnightly as per hand-in dates
Name of knowledge organiser/ link to 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