



BTEC Business Studies

Step up work

Unit 2 - Marketing





Marketing –

This practical unit allows you to investigate the role that marketing plays in business success. You should develop a sound understanding of marketing concepts and how a marketing campaign is developed. It will require you to interpret and use data to suggest an appropriate marketing campaign for a business and justify why the campaign will suit the needs of the business.

- For this unit of work for BTEC Business level 3 you will be required to investigate the role of marketing within a business.
- This pack of work will prepare you for the assessment of this unit of work.
- You should attempt each of the task and complete them to the best of your ability. The notes which you make will then be used in your final assessment.
- Use the internet to complete your research. Tutor2u is a particularly good source of information via reading material and videos to help you.
- This should be handed to your Business studies teacher when you start in September.

Good Luck!



Task 1 –

Research the following terms and write them in the table provided:

Term	Description
Anticipate demand	
Recognised demand	
Simulating demand	
Satisfying demand	
SWOT Analysis	
SMART Targets	



Task 2 –

Define the term BRAND & give 3 examples below

Define the term BRAND	
Example of Brand 1	
Example of Brand 2	
Example of Brand 3	



Task 3 –

Many brands market their products in different ways depending upon their target audience. For this task you should research 4 well know brands and how they market their products.

Brand 1

Name:

Methods of advertising with some reasons why

Brand 2

Name:

Methods of advertising with some reasons why



Brand 3

Name:

Methods of advertising with some reasons why they are appropriate

Brand 4

Name:

Methods of advertising with some reasons why they are appropriate



Task 4 –

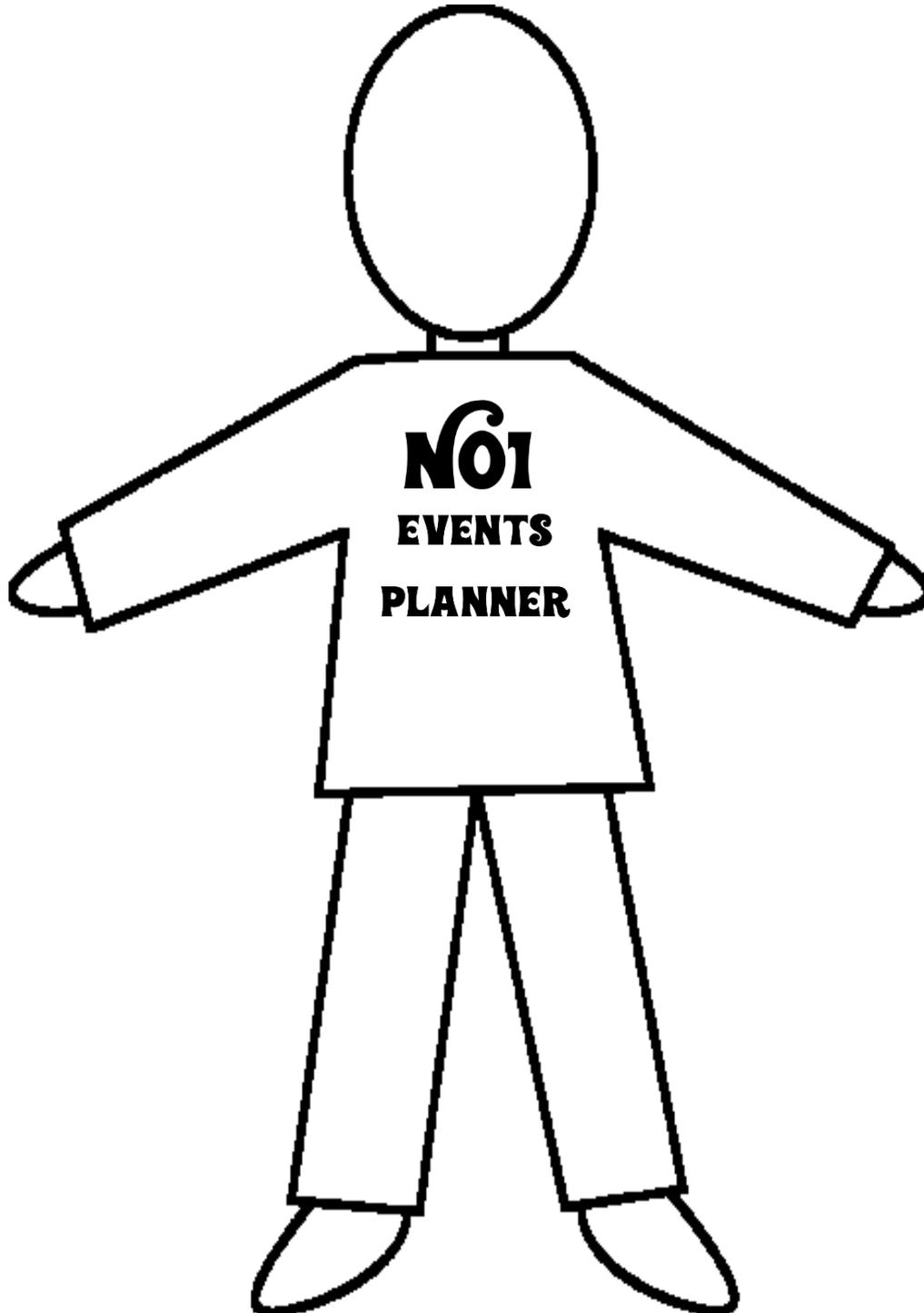
Using the internet research the following legislation and summarise them in terms of event planning:

Legislation	Overview/Summary
Contractual	
Health & Safety	
Age Restrictions	
Licensing	
Consumer Protection	



Task 5 –

Around the person write the key/core characteristics of an event planner:





Task 6 –

Using the Citizens Advice Bureau website research their advice on ticket selling and purchases for an event. Also discuss what impact this would have on a small business event. Write your response in the ticket below:

