

WELCOME!



Our names are Kayleigh and Kelly and we are teachers on the Level 3 BTEC Business Course along with the head of department Marie and James.

We would like to personally welcome you to the college and our course. Our course is a very popular and well thought of course at the

college with 98% of our students achieving a Distinction* grade.

Why study Business BTEC?

Ever wanted to find out how to become your own boss? Wondered why businesses make the decisions that they do? How those decisions impact on you as a consumer. Business BTEC will teach you all this and more. The Business BTEC Level 3 is a work-related or vocational qualification and will help develop a variety of employability skills such as analytical skills, problem solving, independent learning, team working and presentational skills.

There are two routes you can take to study Business BTEC Level 3. You can study for the 'National Diploma' which you will complete six mandatory units and two optional units over two years. This includes three external units- one exam and two controlled assessments. The other option that you could study for is the 'Extended Diploma' which you will complete seven mandatory units and six optional units which are covered over two years. This covers four external units- two exams and two controlled assessments.



Themes embarked on in these two years include exploring business, developing a marketing campaign, recruitment and selection, and many more; supplemented by employer talks and visits and valuable work experience.

The course is suitable for anyone who meets the college BTEC entry requirements and there is no need to have studied the course previously. On the course we attract a very varied cohort of students so you will get to meet students interested in IT, English, Sport and many other subjects.



To succeed on the course you will need to have good organisational skills, ability to meet deadlines and an interest in Business. In lesson you will need a folder to

store your work in, some subject dividers for the folder, some pens, calculator and of course yourself!

We can't wait to meet you all- see you soon!

STUDENT TESTIMONY



"Studying Business at Scarborough Sixth Form College gave me the skills and confidence to create and launch my own business - Mörale. The college provided me with my own Business Advisor, who gave me advice on what I could improve and the area's of my business which were strong. I thoroughly enjoyed my time at Scarborough Sixth Form and would recommend anyone with an interest in Business to study the course available here!"

www.moraleclothing.com



Marcus Hollingsworth – Mörale business owner and past S6F Business BTEC student 2017.

SUGGESTED RESOURCE LIST

There are a few things we suggest you could do if you are keen to get on track for preparation for college life on our course.

READING

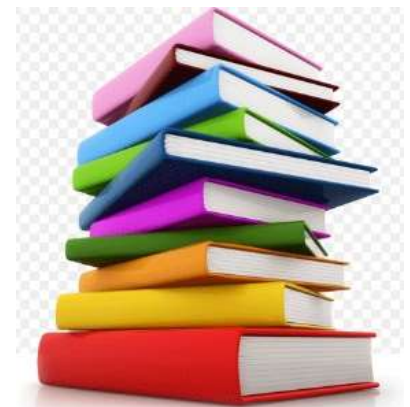
If you like reading we have a few suggestions:

- *BTEC Level 3 National Business Student Book 1*
- *Business Review (journal)*
- *The Economist (journal)*
- *The Entrepreneur's Book of Checklists: 1000 Tips to Help You Start and Grow Your Business (Robert Ashton)*
- *How I Made It: 40 Successful Entrepreneurs Reveal All (Rachel Bridge)*
- *My Big Idea (Rachel Bridge)*
- *From Acorns (Caspian Woods)*
- *The "Financial Times" Guide to Business Start Up 2008 (Sara Williams)*

WEBSITES

If websites are more your thing. Try here:

- www.tutor2u.co.uk/business
- www.bbc.co.uk – *business news*
- <http://www.businessed.co.uk>



ACTIVITIES TO COMPLETE OVER THE SUMMER.

It is extremely important that over the next two years of your course that you become familiar with real business activity within your local, national and international environment. Here are some tasks to complete in order to get a flavour of our Department, the course and the teaching methods we use. By completing these tasks you will be prepared for Level 3 study and for the units we will be teaching.

Please record your responses to these tasks in an exercise book or on lined paper. We will be collecting these in at the start of the term to mark them and provide you with feedback.

ACTIVITY 1 – The Business Basics

You will be learning a variety of key words throughout your units so it's best to get to grips with some of the terminology now. Find the definitions of all these Business Studies key terms and give an example of Business to support them.

Key terms:

Local business	Sole trader
National business	Partnership
International business	Private Limited Company
Global business	Public Limited Company
Private sector	Entrepreneur
Public sector	
Primary sector	
Secondary sector	
Tertiary sector	



ACTIVITY 2 – “Extra, Extra Read All About It!”

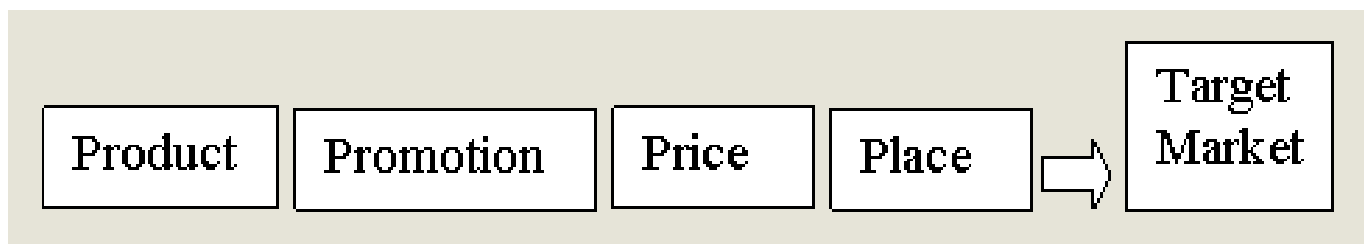


It's very important you know what is happening in the business world right now. You need to collect THREE business news articles over the summer. State the date and paper they are taken from and summarise the main points for each.

ACTIVITY 3- The Marketing Mix

Marketing is the process of planning and implementing the pricing, promotion and distribution of ideas, goods, and services to create exchanges between buyers and sellers.

The **marketing mix** is the unique combination of pricing, promotion, product offerings and distribution system (place) to reach a specific group of consumers (the target market).



Target Market - the customers who are most likely to buy the firm's products.

Write a paragraph explaining what the marketing mix is and why each of the P's (product, promotion, price, place) is important when influencing customers to buy a business's product.

Complete the following projects:

Project 1.

Choose a company you buy from. (Example: McDonalds®, Nike®, etc...) Identify that company's target market and marketing mix for one of its most popular projects.

Project 2.

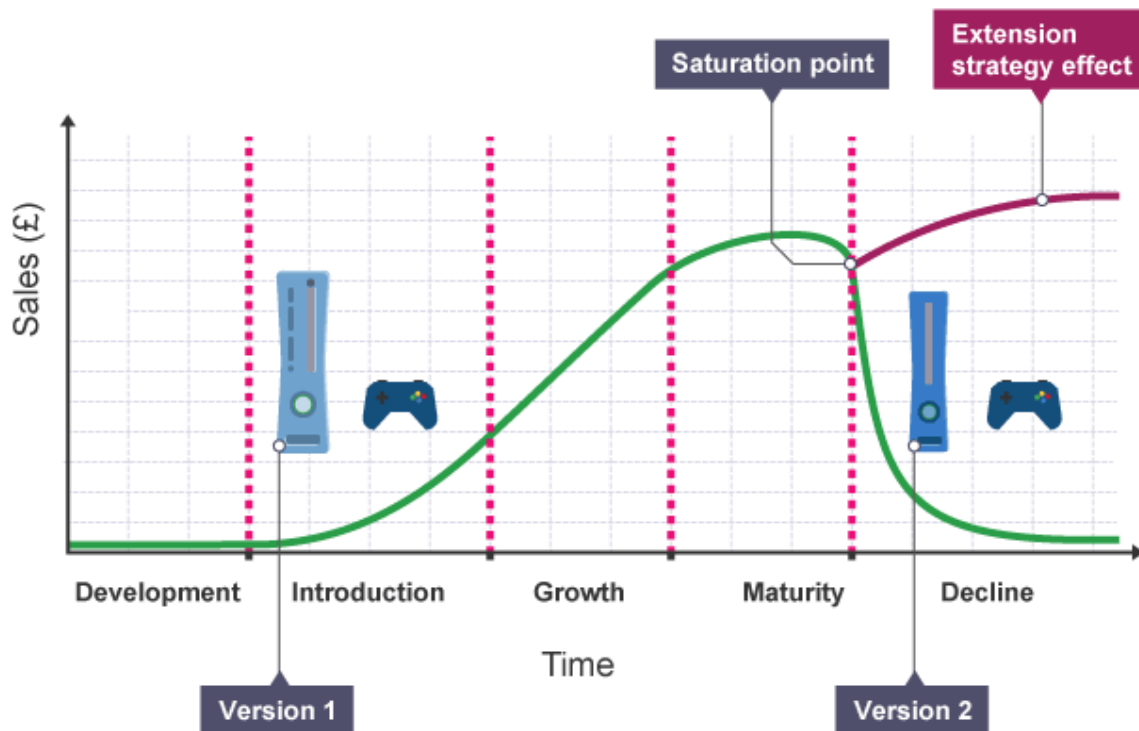
Create your own company, Identify and explain your target market. Now create a marketing campaign including creation of product (including packaging), slogan and logo for that product to a target audience, and explain all the components (price, product, price, place) for a successful marketing mix. Explain why you have chosen each of the 4'ps and how these will help you to sell this product.

Project 3.

One of the most important elements of the marketing mix is the promotion of your chosen product. Produce an advert for your chosen product. Remember to consider the target market when producing this advert.

ACTIVITY 4- The product life cycle

The product life cycle diagram shows that four stages exist in the 'working life' of most products.



All products go through distinct phases or stages. Together these are known as the product life cycle.

The number of sales and the length of a product life cycle might be different for different products but all products share a general pattern of growth and decline. This cycle can be shown on a graph of sales over time.

Many businesses record and track sales information like this to help them know when to adjust costs and price, to boost sales and to extend the life of the product.

Development– Product is not on the market yet. Research and development and testing take place. Prototypes are built and modified before a product is ready for launch. No sales are made. Development costs will need to be recovered later.

Introduction– Product is launched on the market. Advertising costs will be high in order for the product to get noticed.

Growth– Sales begin to rise. Advertising costs are still high. A profit may be made, if all research and development and advertising costs have been recouped.

Maturity– Sales are at their peak. Advertising can be reduced as product is now well known.

Decline– Sales begin to fall.

Project 1. Identifying products in the life cycle

Draw out this table and complete it.

STAGE IN LIFE CYCLE	FOOD & DRINK	ELECTRICAL GOODS/APPLIANCES	CLOTHES	MOTOR VEHICLES
INTRODUCTION				
GROWTH				
MATURITY				
DECLINE				

Project 2- Choosing a product

Choose a company with a variety of different products e.g Coca Cola, Apple or Cadbury’s.

Draw out the life cycle diagram and place each of its products in the life cycle diagram.

Now explain what the company has done/can do to extend the life of some of its declining/mature products.

Project 3- SWOT Analysis

SWOT stands for Strengths, Weakness, Opportunities and Threats.

Companies use this to identify and overcome weaknesses in their marketing strategies. Using the company from activity 2 draw out a SWOT analysis for the company and its marketing strategies.

Consider the brand, the product life cycle, the 4p’s and any thing else you think is relevant. Now write a paragraph explaining what the business might do to strengthen its weaknesses or how it can overcome its threats.



Activity 5- Producing an Advertising Campaign.

Fifteen years ago, energy drinks barely existed. Now it's a booming industry that continues to grow. However, several health risks have been reported. Some parents have no idea what their teens are drinking when they pick up an energy drink.

Many of them have up to 60 times the amount of caffeine doctors say is safe for teens to consume in a 24 hour period. With levels that high, more and more kids are experiencing some of the life-threatening risks from having too much caffeine.

More and more products are appearing on our shelves that claim to give us more energy and vitamins and also to help us with lifestyle and sport.

You have been asked by a company to create, promote and advertise new 'healthy' water aimed at children between the ages of 11 and 19.

You have been asked to produce two adverts; one magazine based and one poster based. They must work together as part of a campaign but also be able to stand alone.

Project 1. Identify the product.

Using what you have learnt from the marketing mix, produce a dossier describing the product and its marketing mix and why it will appeal to the target audience.

Project 2. Swot Analysis.

Evian have decided they will help you manufacture the product. Complete a SWOT analysis of the bottled water industry to help you identify if your product could attract the target audience. Write a paragraph about some of the challenges you might face.

Project 3. USP.

Find out what a USP is. Write a paragraph explaining what the USP will be for your water and how it will help you to differentiate your product from the products of your competitors.

Project 4. Annotate adverts

To prepare you for the project you should find and annotate two adverts from your competitor to identify some of the features they use. Use the example below to help you identify the features:



Project 5. Produce the adverts.

Ensure you have read the brief above.

Produce a magazine advert and a poster adverts. These adverts must be part of the same campaign but could also be used separately.

You will:

1. Take photographs (if necessary).
2. Gather appreciate fonts and images
3. Produce two adverts using appropriate software or design skills.
4. Submit all production documentation



Project 6. Evaluation.

Write an evaluation of your project 1-5. Explain what you think are the best parts of your campaign, what are the weaknesses. How effective do you think your campaign will be at persuading children to switch to water? Recommend improvements to your campaign.

Activity 6. Market Segmentation.

Market Segments = part of a market that contains a group of buyers with similar buying habits

The way a business segments its market depends on the product being sold and the customer

How To Segment the Market

- Age
- Gender
- Income
- Area
- Ethnicity
- Religion
- Socio-economic group (according to job)

Project 1. Identifying the target market.

Below are some pictures of products. Write down all the market segments these products are aimed at or appeal to. Next write down how each product could be changed in order to appeal to another market. Write down the new market segment and explain how it will appeal to them.



Project 2. Product Mapping.

Find out what a product map is. Write down a definition.

Produce a product map for breakfast cereals.

Produce a product map for a product of your choice.

