Foxford Learning Plan

YEAR 13

Assignment 2 Unit 2 Developing a Marketing Campaign

Spring 1

Key Vocabulary

External environment	Factors external to a Business.
Political factors	Government and trade factors effecting business.
Economic factors	Fiscal, monetary and other government policies.
Social factors	Social attitudes to saving, spending and debt; social responsibility, requirements; change.
Technology factors	Technological change and innovation.
Ethical factors	Environmental factors and ethical trends.
Legal factors	Legal environment, laws affecting trade.
Internal environment	Corporate culture. Corporate Social Responsibility (CSR).
Competitive environment	Competition (local, national and international). Factors influencing competitive advantage.
SWOT	Strengths, Weaknesses, Opportunities, Threats.

Key Skills

Over the course of the topic, I will be able to: -
To complete Unit 2 Develop a Marketing Campaign. **Assignment writing:** students work independently on their assignments. A report that examines the effects of the internal and external environment on a large business and how the business has, and will, respond to changes in the market place.
The principles and purposes of marketing. Anticipating, analysing and stimulating demand. Identify trends within a marketplace and devise a marketing plan with clear marketing objectives.
Apply SWOT and PESTLE analysis to a business and come up with a strategic plan.
Research a marketplace based on a pre-seen case study and devise a marketing plan that links to the case study.





I will Understand

To define marketing and be aware of its importance to business success. To develop a local business idea.
Develop Strategic aims and objectives. Explain how to achieve Marketing aims and objectives. Justify other alternative objectives. Ensure all objectives are written in the SMART.
Have an understanding of a business case study and identify how to plan a marketing strategy.