Foxford Learning Plan

YEAR 12

Unit 2 Developing a marketing campaign

Spring 2

Key Vocabulary

External Environment	Factors external to a Business
PESTLE	Government and trade factors effecting business and business decisions
SWOT	Strengths, Weaknesses, Opportunities and Threats – situational analysis carried by a business
Porters Five Forces	Entrants into a market, price of substitutes, competition, power of buyers and suppliers within a market
Market intelligence	Research into a market place and data in a market relating to sales
Influences on marketing activity	Internal and external influences on marketing strategy
Branding	Identity of a brand and awareness of a brand in a market
Promotional Mix	Promotional strategy and the use of different media to raise awareness

Key Skills

Over the course of the topic, I will be able to: -
Discussion/ debate (Talking point)
Application to real world and analysis tools to case studies
Mind mapping/ blue sky thinking – Applying SWOT to case studies
Team work – working in groups and pairs
Presentation skills – ideas being shared and formulating opinions
Evaluation – of findings and rationale of campaign





I will Understand

The 4 P's - The principles and purposes of marketing Anticipating, analysing and stimulating demand Trends within the market of the business case study and applying them to the rationale
To understand the need to use researched information in order to develop the rationale for a marketing campaign
Produce a marketing campaign in relation to the objectives set in the case study
To able to formulate a promotional campaign using media and costings that have been given in the case study