



## OCR Business Cambridge Technical Diploma

This course allows you to gain practical experience which gives you confidence and a competitive edge in the business sector. You will develop many skills such as presentation, problem solving, researching, independent study, referencing and time management all of which will give you a head start for both university and work.

**Year 12 units:** The Business Environment; Working in business; Business decisions; Customers and communication; Marketing and market research.

**Year 13 units:** Marketing Strategy; Marketing Campaign; Change management; Principles of Project Management; Delivering a Business Project.

**Qualification and assessment:** This qualification is a double award so worth two A Level grades. It is awarded as Distinction, Merit or Pass: D\*D\*, DM, MM, MP etc. The UCAS points are worth the same so students can apply to university if they wish and many do. As the course is worth two A Levels, it takes up two option blocks. One of the main differences is the course consists of 50% coursework and 50% external exams.

### Transition activity

Devise a marketing campaign for a current product (good or service) of an existing business (approx. 500 words).

Marketing campaign sub headings:

1. The main aims and objectives of the campaign e.g. what do you want to achieve? (increased sales, target new customers, launch new product etc.)
2. The Unique Selling Point (USP) of the product
3. The target market e.g. who are you selling the product to?
4. How you will distribute the product e.g. physical, online or both
5. Promotional techniques e.g. advertising, product placement, public relations etc.
6. Overall conclusion on why your marketing campaign will be successful

Work must be hand written and supported by a PPT presentation (one slide for each sub heading).

### Assessment criteria

You will be assessed on your ability to:

- Use research effectively
- Apply original business ideas and use business terms
- Evaluate e.g. an overall conclusion and identification of the biggest key factor that will make your marketing campaign successful.

Please submit work first Business lesson in September.

**Challenge task:** Read Richard Branson's autobiography 'Losing My Virginity' (Yes it is about his entrepreneurial skills!)

### Useful links

- <http://www.bmmagazine.co.uk/in-business/advice/makes-successful-marketing-campaign/>
- <https://www.marketingweek.com/2017/12/04/campaigns-of-2017/>

