**Little Heath Sixth Form**

**Applied Business** Personal Learning Checklist

**Student Name: ……………………….…………………………………..………**

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| **Unit Name: Investigating Promotion** | **Unit Code: 6921** |
| *Minimum Target Grade:* | *Aspirational Target Grade:* |

*KEY:* ***Red =*** *with difficulty* ***Amber*** *= not sure* ***Green*** *= yes*

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| **GCSE Re-Cap (Skills and Knowledge)** | **Red** | **Amber** | **Green** |
| * Be able to describe the different elements of the Marketing Mix. |  |  |  |
| * Be able to explain the purpose/importance of promotion to a business. |  |  |  |
| * Be able to describe a range of promotional techniques used by businesses. |  |  |  |

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| **Skills** | **Red** | **Amber** | **Green** | **To address this before the exam I will:-** |
| * **Use appropriate business terminology in your work.** |  |  |  |  |
| * **Apply your business knowledge to different case studies.** |  |  |  |  |
| * **Effectively research a range of promotional campaigns that can be referred to in detail during the examination.** |  |  |  |  |
| * **Be able to extract and interpret information from graphs and charts.** |  |  |  |  |
| * **Analyse the benefits and drawbacks to a business of different strategies, techniques ad actions.** |  |  |  |  |
| * **Evaluate the effectiveness of promotional campaigns for a range of different businesses.** |  |  |  |  |

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| **Knowledge/Specification** | **Red** | **Amber** | **Green** | **To address this before the exam I will:-** |
| **Section A: Promotional tools and how they are used to affect buyer behaviour** | | | | |
| * **Advertising:** What is the purpose of advertising and why is it important to a business? What different methods of advertising do businesses use? What are the advantages and disadvantages of these strategies? How does advertising influence buyer behaviour? |  |  |  |  |
| * **Sales promotion:** What is the purpose of sales promotions? What different types of sales promotions do businesses use? What are the strengths and weaknesses of these techniques? How do sales promotions influence buyer behaviour? |  |  |  |  |
| * **Public relations:** What are public relations? What different methods of public relations do businesses use? What are the advantages and disadvantages of these methods? How do public relations influence buyer behaviour? |  |  |  |  |
| * **Direct marketing:** What is direct marketing? Which different methods of direct promotion do businesses use? What are the advantages and disadvantages of these techniques? How does direct marketing influence buyer behaviour? |  |  |  |  |
| * **Sponsorship:** What is sponsorship? What are the different types of sponsorship that businesses use? What are the advantages and disadvantages of using sponsorship? How does sponsorship influence buyer behaviour? |  |  |  |  |
| * **Case Studies:** Have you investigated a range of businesses that use the above methods of promotion? You will need to refer to examples, in detail, during the examination. |  |  |  |  |
| **Section B: Investigating Promotional Media** | | | | |
| * **Print media:** What are the different types of print media? What are the advantages and disadvantages of these different types of print media? How effective are they in promoting a business/product? |  |  |  |  |
| * **Audio media:** What are the different types of audio media? What are the advantages and disadvantages of these different types of audio media? How effective are they in promoting a business/product? |  |  |  |  |
| * **Moving image:** What is moving image media? What are the advantages and disadvantages of different forms of moving image media? How effective are they in promoting a business/product? |  |  |  |  |
| * **Ambient media:** What is ambient media? What are the advantages and disadvantages of ambient media? How effective is ambient media in promoting a business/product? |  |  |  |  |
| **Knowledge/Specification** | **Red** | **Amber** | **Green** | **To address this before the exam I will:-** |
| * **New media:** What are the different types of new media? What are the advantages and disadvantages of each? How effective are these new media techniques in promoting a business/product? |  |  |  |  |
| * **Comparing different media:** Are you able to compare and evaluate these different types of media by analysing the strengths, limitation, cost and production requirements? |  |  |  |  |
| **Section C: Constraints on promotion** | | | | |
| * **Internal constraints on promotion:** How can costs, expertise of staff, availability of technical resources influence decisions regarding promotional campaigns? |  |  |  |  |
| * **External constraints on promotion:** How can regulation (e.g. OFCOM), legislation (e.g. Trades Description, Race, Sex and Disability discrimination and equal opportunities), voluntary codes, EU issues and other organisations involved in the promotion influence decisions regarding promotional campaigns? |  |  |  |  |
| **Section D: Assessing a promotional campaign** | | | | |
| * **Assessing the different elements of a promotional campaign:** Can you discuss the effectiveness of a promotional campaign with reference to the objectives of the business, effective targeting, production, costs and organisation? How can the effectiveness of a promotional campaign be measured? |  |  |  |  |
| **REVISION**  **Use the information on this checklist to make revision cards and notes** | | | | |

**Grade tracking:**

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| *Grade* | *Date* | *Grade* | *Date* | *Grade* | *Date* |
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*Note: You should discuss this checklist regularly with your subject teacher/mentor*