

BTEC Business

Date	Exams/ Assess	Unit(s)
4/9/23		Unit 2 (Developing a Marketing Campaign): NTU/KLI Branding Market research Marketing Mix, Product life cycle, pricing strategies, promotion Mock 1
11/9/23		
18/9/23		
25/9/23		
2/10/23		
9/10/23		Unit 8 (Recruitment and Selection): NKA A: Examine how effective recruitment and selection contribute to business success A: Reasons Businesses recruit and select, types of recruitment and selection, Ethics in recruitment P1, P2, M1,D1 B: Undertake a recruitment activity to demonstrate the processes leading to a successful job offer Preparation for recruitment day
16/10/23		
30/10/23		Unit 2 (Developing a Marketing Campaign): NTU/KLI External influences, PSETLE, SWOT Marketing Campaigns Mock 2
6/11/23		
13/11/23		
20/11/23		Unit 8 (Recruitment and Selection): NKU Recruitment day preparation C: Reflect on the recruitment and selection process and your individual performance
27/11/23		
4/12/23		Unit 2 (Developing a Marketing Campaign): KLI/NTU Prep for Assessment from 29/11/21
11/12/23		
1/1/24		Unit 2 (Developing a Marketing Campaign): KLI/NTU External examination
8/1/24		
15/1/24		Unit 8 (Recruitment and Selection):NKA/NTU/KLI Recruitment day evaluation Finish C: Reflect on the recruitment and selection process and your individual performance
22/1/24		
29/1/24		
5/2/24		
12/2/24		
26/2/24		Resubmissions if appropriate Resit revision if appropriate
4/3/24		
11/3/24		
18/3/24		
25/3/24		
15/4/24		Self study for students Resit revision if appropriate Unit 3 and Unit 2
22/4/24		
29/4/24		
6/5/24		Study leave
13/5/24		
20/5/24		
3/6/24		
10/6/24		
17/6/24		
24/6/24		
1/7/24		
8/7/24		
15/7/24		