

Subject: BTEC Business

Date	Exams/ Assess	Unit(s)
2/9/24		Unit 2 (Developing a Marketing Campaign): NTU/KLI Branding Market research Marketing Mix, Product life cycle, pricing strategies, promotion 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 Core Task : Unit 8 Learning Aim A NEA B: Undertake a recruitment activity to demonstrate the processes leading to a successful job offer Preparation for recruitment day Core Task : Mock 1 Unit 2 Marketing PPE
9/9/24		
16/9/24		
23/9/24		
30/09/24		
7/10/24		
14/10/24		
21/10/24		
4/11/24		Unit 2 (Developing a Marketing Campaign): NTU/KLI External influences, PESTLE, SWOT Marketing Campaigns Core Task : Mock 2 Unit 2 Marketing Campaign Unit 8 (Recruitment and Selection): NKU Recruitment day preparation C: Reflect on the recruitment and selection process and your individual performance Unit 2 (Developing a Marketing Campaign): KLI/NTU Prep for Assessment from 29/11/21
11/11/24		
18/11/24		
25/11/24		
2/12/24		
9/12/24		
16/12/24		
6/1/25		Unit 2 (Developing a Marketing Campaign): KLI/NTU External Unit 2 examination Unit 8 (Recruitment and Selection):NKA/NTU/KLI Recruitment day evaluation
13/1/25		
20/1/25		
27/1/25		
3/2/25		
10/2/25		
24/2/25		Finish C: Reflect on the recruitment and selection process and your individual performance Core Task : Unit 8 Learning Aims A, B & C NEA
3/3/25		
10/3/25		
17/3/25		
24/3/25		
31/3/25		Resubmissions if appropriate Resit revision if appropriate
21/4/25		Self study for students Resit revision if appropriate - KLIK / NTU Unit 3 NTU/NKA Unit 2
28/4/25		
5/5/25		
12/5/25		START OF A-LEVEL EXAMS
19/5/25		
2/6/25		
9/6/25		
16/6/25		
23/6/25		
30/6/25		
7/7/25		
14/7/25		