

Subject: BTEC Business

Date	Exams/ Assess	Unit(s)
1/9/25		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
8/9/25		
15/9/25		
22/9/25		
29/9/25		
6/10/25		
13/10/25		
20/10/25		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
3/11/25		
10/11/25		
17/11/25		
24/11/25		
1/12/25		
8/12/25		
15/12/25		Unit 2 (Developing a Marketing Campaign): KLI/NTU Core Task: External Unit 2 examination Unit 8 (Recruitment and Selection):NKA/NTU/KLI Recruitment day evaluation
5/1/26		
12/1/26		
19/1/26		
26/1/26		
2/2/26		
9/2/26		
23/2/26		Finish C: Reflect on the recruitment and selection process and your individual performance Core Task : Unit 8 Learning Aims A, B & C NEA Resubmissions if appropriate Resit revision if appropriate
2/3/26		
9/3/26		
16/3/26		
23/3/26		
30/3/26		
20/4/26		
27/4/26		Self study for students Resit revision if appropriate - KLIK / NTU Unit 3 NTU/NKA Unit 2
4/5/26		
11/5/26		
18/5/26		
1/6/26		
8/6/26		
15/6/26		
22/6/26		Start of exams
29/6/26		
6/7/26		
13/7/26		