

WHAT WILL I LEARN?

Unit 7: Marketing Campaign

In this unit, you will learn why selecting appropriate marketing methods is crucial for success. You will learn about the marketing mix and the influence of the media as well as other important elements to consider when promoting a product.

By completing this unit, you will understand the importance of digital marketing. You will be able to explore digital marketing methods, including social media and targeted advertising and the role of agencies; for example, advertising and PR agencies.

Unit 15: Change Management

In order to be successful, businesses must be proactive in responding to changes in their day-to-day and longer term activities. These changes may be the result of the introduction of new technologies or legislation, changes in corporate objectives, changing customer tastes or market conditions. Businesses must constantly be aware of the changes that are taking place locally, nationally as well as globally, in order to adapt and adjust their business activities accordingly. Businesses need to evolve from these changes. This might include having to rethink their range of products, service provision or their communication strategies.

- A business needs to understand the possible impacts that change might bring, before strategies for managing change can be devised. In this unit, you will learn the importance of managing change, potential barriers to change and these barriers can be removed. You will also investigate the different approaches to managing change, and the advantages and disadvantages of these approaches.

Unit 16: Principles of Project Management

- Businesses undertake projects of all kinds that vary in terms of purpose and scope. Some examples of business projects are running an event, launching a marketing campaign, carrying out market research and setting up bookkeeping for local clubs or charities. A project comprises a set of tasks and activities to be carried out in order to reach an intended purpose. Being able to prepare and manage a project is an important skill needed by many different people working in business.
- In this unit you will learn about the stages of project management, and the type of skills a project manager should have. You will also learn why you need to monitor the progress of projects as it is vital to their successful completion and implementation.



**FURTHER
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Unit 22: Delivering a Business Project

- A business project comprises tasks and activities to be carried out in order to reach intended outcomes. Being able to scope and deliver a project is an important skill used in business. Projects require the involvement of many different people both internally and externally to the organisation. The role of the project manager is important in enabling a business project to run smoothly and deal with issues as they arise, such as a change in stakeholder needs, while making sure that the project's objectives are met.
- While scoping the project, you need to be aware of internal and external factors which might have an impact on the planning process, as well as how you intend to measure the successful completion and implementation of the project.
- As a team, you will collectively take responsibility for project management to ensure the successful planning, implementation, monitoring and control of a project. Team members need to be adaptable, i.e. to be able to work with different people in a range of different ways. Team roles and tasks need to be assigned to the correct individual in order to achieve objectives. You will also create an individual plan that defines your own role in the project administration, delivery and support.

HOW WILL I BE ASSESSED?

Three exam units:

- The Business Environment
- Working in Business
- Business Decisions

Seven internally assessed units

