

# Pearson

# Higher Nationals in

## Business

### SCHEME OF WORK

**Unit:** 1 Business and the Business Environment

For use with the Higher National Certificate and  
Higher National Diploma in Business

First teaching from September 2016

Issue 1



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## SCHEME OF WORK

<b>Programme Title:</b>	Higher Nationals in Business	<b>Level:</b>	4
<b>Unit Title:</b>	Business and the Business Environment	<b>Tutor:</b>	
<b>Unit Number:</b>	1	<b>Academic Year:</b>	

Learning Outcomes (LO)	Assessment 1	Assessment 2	Assessment 3
Explain the different types, size and scope of organisations	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Demonstrate the interrelationship of the various functions within and organisation and how they link to organisational structure	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use contemporary examples to demonstrate both the positive and negative influence/impact the macro environment has on business operations	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Determine the internal strengths and weaknesses of specific businesses and explain their interrelationship with external macro factors	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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Sessions	Learning Outcomes	Session Activities
Session 1	LO1 Topic: Different types of business organisations	<ul style="list-style-type: none"> <li>• Introduction to the unit's content and two unit assignments.</li> <li>• What is a business?</li> <li>• Types of organisation, profit and non-profit entities.</li> <li>• Formal and informal businesses.</li> <li>• Legal structures – sole trader, partnerships, limited companies.</li> <li>• Other forms of business entity.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Question and answer activity on general/prior knowledge of different business types.</li> <li>• Group activity – discuss and differentiate legal entities e.g. sole trader, partnership etc.</li> <li>• Activity in pairs to establish advantages and disadvantages of each business type.</li> </ul>
Session 2	LO1 Topic: Size, scale and scope of different organisations	<ul style="list-style-type: none"> <li>• Issue and introduce Assignment 1</li> <li>• Explore differences in businesses on the basis of their main function, scope and the size of operations.</li> <li>• National, international and global business development and growth.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Measure business size. Large and small organisations – business scale.</li> <li>• Use of case studies to highlight differences in large, small and micro businesses.</li> <li>• Group discussion – organic growth of a business through different structures e.g. sole trader, partnership, limited company.</li> </ul>
Session 3	LO1 Topic: Stakeholders, roles and responsibilities	<ul style="list-style-type: none"> <li>• Investigate different roles within typical businesses and the responsibilities associated with different levels and authorities.</li> <li>• Stakeholder analysis and meeting stakeholder needs.</li> <li>• Business obligations to stakeholders in the context of corporate social responsibility (CSR).</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Small groups – research and identify different roles within different businesses.</li> <li>• Each group create a quiz activity on responsibilities attached to different roles in a business and test one another.</li> <li>• Group discussion – levels of authority and associated responsibilities.</li> </ul>

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<p>Session 4</p>	<p>LO1 Topic: Business environment</p>	<ul style="list-style-type: none"> <li>• The purpose of economic activity and the production of goods and services to satisfy changing needs and wants.</li> <li>• Intro to economic concepts e.g. scarcity and choice, supply and demand</li> <li>• Industrial structures definition and introduction to Porter's Five forces to analyse industry structure.</li> </ul> <p>Sample Activities:</p> <ul style="list-style-type: none"> <li>• Brainstorm activity - to discuss different economic concepts and different examples.</li> <li>• Group research activity - how do businesses respond to variations in supply and demand?</li> <li>• Case study discussion - the application of Porter's Five Forces to identify and understand industry competition.</li> </ul>
<p>Session 5</p>	<p>LO2 Topic: Functional areas in business (part 1)</p>	<ul style="list-style-type: none"> <li>• Explore different main functions or departments such as marketing, finance, human resources.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Group activity – identify different departments/functions in a given business. Tutor to provide different contexts to explore differences.</li> <li>• Different groups present back the main generic functions such as marketing, finance and human resources, including their roles and responsibilities.</li> <li>• Review different organisational charts. Small group feedback on how a particular chart illustrates functional interrelationships.</li> </ul>
<p>Session 6</p>	<p>LO2 Topic: Functional areas in businesses (part 2)</p>	<ul style="list-style-type: none"> <li>• Explore secondary/additional functions or departments found in some businesses such as procurement, maintenance, operations and manufacturing.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Group activity – identify and list additional support departments/ functions in different types of businesses from different sectors.</li> </ul> <p>Tutor to provide different contexts to explore differences.</p> <ul style="list-style-type: none"> <li>• Different groups present back on each of the additional functions such as procurement, maintenance, operations and manufacturing, including their roles and responsibilities.</li> </ul>

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<p>Session 7</p>	<p>LO2 Topic: Functional interrelationships</p>	<ul style="list-style-type: none"> <li>• Explore interrelationships between various functions and the impact on operational effectiveness.</li> <li>• Explore the role of different functions in achieving organisational goals and objectives.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Group activity – establish the links and dependencies between different departments/functions in a given business. Tutor to provide different contexts to explore differences.</li> <li>• Discussion and student input in to the relation between various functions previously identified.</li> <li>• Work in pairs – explore the role of different functions in achieving organisational objectives.</li> </ul>
<p>Session 8</p>	<p>LO2 Topic: Functions and structures (part 1)</p>	<ul style="list-style-type: none"> <li>• Define organisational charts and their use.</li> <li>• Different structures e.g. flat or tall hierarchical, matrix etc.</li> <li>• Investigate how different functions impact on organisational structures.</li> <li>• The impact of size and scope on organisational structures.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Question and answer activity – what are organisational charts and what are their purpose. Identify the different types e.g. tall or flat. Discussion and student input on how different functions report into each other.</li> <li>• Group work – create an organisational chart for a given business.</li> <li>• Reflect on how size and scope of previous activity affected the structure created by students.</li> </ul>
<p>Session 9</p>	<p>LO2 Topic: Functions and structures (part 2)</p>	<ul style="list-style-type: none"> <li>• Explore differences between structures on the basis of size – national, global etc. – and location.</li> <li>• Complexities of local, transnational, international and global organisations.</li> <li>• Virtual structures.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Discussion activity – varied structures such as chain, franchise, head office operated and others.</li> <li>• Student research into centralised and de-centralised structures and management.</li> <li>• Student debate on the use of virtual structures, appropriateness and future practices.</li> </ul>

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<p>Session 10</p>	<p>LO1 &amp; 2 Topic: Assignment draft review workshop</p>	<ul style="list-style-type: none"> <li>•Review of student progress on the first assignment.</li> <li>•Review of academic requirements and submission format.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>•Brief tutor-led overview of assignment requirements.</li> <li>•Open question and answer activity to address general questions and concerns.</li> </ul>
<p>Session 11</p>	<p>LO3 Topic: Environmental analysis</p>	<ul style="list-style-type: none"> <li>• Issue Assignment 2 /Introduction to the second assessment.</li> <li>• Define the concept of environmental analysis in a business context.</li> <li>• Macro and micro environmental analysis.</li> <li>• Introduction to PESTLE and SWOT/TOWS analytical tools.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Pair work – investigate and define business environmental analysis.</li> <li>• Group activity – differentiate between a macro and micro environmental analysis.</li> <li>• Tutor-led definition and explanation of a PESTLE and a SWOT/TOWS analysis.</li> </ul>
<p>Session 12</p>	<p>LO3 Topic: Macro environmental analysis – PESTLE (part 1)</p>	<ul style="list-style-type: none"> <li>• In-depth delivery of a PESTLE analytical tool.</li> <li>• Investigation of current case studies with which to apply the model.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>•Tutor-led explanations and questioning – political, economic and social factors.</li> <li>• Research activity- students to investigate current political, economic and social factors influencing and impacting the business environment. Present feedback and discuss.</li> <li>• Group activity – apply these factors to a given organisation.</li> <li>• Pair work – Find a business to apply PESTLE and SWOT/TOWS analysis.</li> </ul>

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<p>Session 13</p>	<p>LO3 Topic: Macro environmental analysis – PESTLE (part 2)</p>	<ul style="list-style-type: none"> <li>• In-depth delivery of a PEST/LE analytical tool.</li> <li>• Investigation of current case studies with which to apply the model.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Tutor-led explanations and questioning – technological, legal and environmental factors.</li> <li>• Research activity – students to investigate on current technological, legal and environmental factors influencing and impacting the business environment. Present feedback and discuss.</li> <li>• Group activity – apply a PEST/LE analysis to a given organisation. Homework in pairs – create a PEST/LE analysis for presentation in the next session.</li> </ul>
<p>Session 14</p>	<p>LO3 Topic: Macro environmental analysis applied – PESTLE</p>	<ul style="list-style-type: none"> <li>• Investigation of PESTLE analysis applied in and presented by student for their selected contexts.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Student presentations of a PEST/LE analysis for a chosen business.</li> <li>• Peer review and feedback on presentations.</li> <li>• Tutor to summarise findings and link to Assignment 2.</li> </ul>
<p>Session 15</p>	<p>LO3 Topic: Macro environmental impact and response</p>	<ul style="list-style-type: none"> <li>• Investigation of how the macro environment affects business operations.</li> <li>• Transformation processes that organisations go through in response to change.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Group activity – impact analysis of environmental factors on a selected business.</li> <li>• Group brainstorming session on ways a business could respond to change.</li> <li>• Tutor-led critical reflection of practicalities of discussed changes.</li> </ul>



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<p>Session 16</p>	<p>LO4 Topic: Micro environmental analysis – SWOT/TOWS</p>	<ul style="list-style-type: none"> <li>• In-depth delivery of a SWOT/TOWS analytical tool as an analysis framework.</li> <li>• The link between external factors and internal SWOT.</li> <li>• Investigation of current case studies with which to apply the model.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Tutor-led explanations and questioning – SWOT factors. The value of SWOT analysis and implementation.</li> <li>• Question and answer activity – S&amp;W influenced by PESTLE, which O&amp;Ts arises from PESTLE.</li> <li>• Group activity – apply a SWOT/TOWS analysis to a given organisation.</li> <li>• Group presentation of SWOT analysis with Q&amp;A.</li> </ul>
<p>Session 17</p>	<p>LO4 Topic: Micro environmental analysis applied – SWOT/TOWS</p>	<ul style="list-style-type: none"> <li>• Investigation of a SWOT/TOWS analysis applied in and presented by student for their selected contexts.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Student presentations of a SWOT analysis for a chosen business.</li> <li>• Peer review and feedback on presentations.</li> <li>• Tutor to summarise findings and link to Assignment 2.</li> </ul>
<p>Session 18</p>	<p>LO4 Topic: Internal factors and responses affecting operations</p>	<ul style="list-style-type: none"> <li>• Investigate how internal factors should be analysed and how strengths and weaknesses that affect business operations form the basis for strategic management.</li> <li>• Decision-making and action-planning based on SWOT analysis findings.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Group activity – investigate how information from a SWOT analysis should be viewed and used.</li> <li>• Pair work – Explore and list possible business strategies that could respond to SWOT and PEST/LE factors.</li> <li>• Tutor-led critical reflection of practicalities of discussed strategies.</li> </ul>

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Session 19	LO3 & 4 Topic: Assignment workshop	<ul style="list-style-type: none"><li>• Review of student progress on the second assignment.</li></ul> Sample activities: <ul style="list-style-type: none"><li>• Brief tutor-led overview of assessment requirements.</li><li>• Open question and answer activity to address general questions and concerns.</li><li>• Review of academic requirements and submission format.</li><li>• Individual student queries and questions.</li></ul>
Session 20	LO 3 & 4 Topic: Assignment draft review workshop	<ul style="list-style-type: none"><li>• Review of individual student drafts for second assignment.</li></ul> Sample activities: <ul style="list-style-type: none"><li>• Individual appointments to address individual student queries and questions.</li></ul>

# Pearson Higher Nationals in Business

## SCHEME OF WORK

**Unit:** 2 Marketing Essentials

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<b>Programme Title:</b>	Higher Nationals in Business	<b>Level:</b>	4
<b>Unit Title:</b>	Marketing Essentials	<b>Tutor:</b>	
<b>Unit Number:</b>	2	<b>Academic Year:</b>	

Learning Outcomes (LO)	Assessment 1	Assessment 2	Assessment 3
Explain the role of marketing and how it integrates with other functional units of an organisation.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compare ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Develop and evaluate a basic marketing plan.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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Sessions	Learning Outcomes	Session Activities
Session 1	LO1 Topic: Definitions and the concept of marketing	<p>Introduction to the unit's content and the unit assessment.</p> <ul style="list-style-type: none"> <li>• An introduction to marketing: definitions and how it influences our daily lives.</li> <li>• Marketing within a business-to-consumer (B2C) and business-to-business (B2B) context.</li> <li>• Marketing as an organisational function.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Question and answer activity on general/prior knowledge of marketing as a concept.</li> <li>• Group activity – defining the terms e.g. marketing, advertising, promotion, merchandising, B2C and B2B.</li> <li>• Pair work – discuss and explain the function of marketing, to be followed up in next session.</li> </ul>
Session 2	LO1 Topic: The role of marketing	<ul style="list-style-type: none"> <li>• Issue Assignment 1 and introduction to the first assignment.</li> <li>• The structure and operation of marketing departments.</li> <li>• Outsourcing elements of the marketing function.</li> <li>• The marketing process, from situational analysis, defining objectives, strategies and evaluation.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Group activity – research and discuss different functions in marketing.</li> <li>• Pair work – identify and list different roles and responsibilities of staff in marketing department.</li> <li>• Individual research – what is the standard process for a marketing plan?</li> </ul>
Session 3	LO1 Topic: The marketing process	<ul style="list-style-type: none"> <li>• The marketing process, from situational analysis, defining objectives, strategies and evaluation.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Group activity -each group given a marketing scenario. Each group to research the key requirements of the marketing process and present their feedback.</li> <li>• Discussion activity –using case studies generate discussion about how to apply effective marketing planning.</li> </ul>

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<p>Session 4</p>	<p>LO1 Topic: The interrelationships between marketing and other functions</p>	<ul style="list-style-type: none"> <li>• Explore interrelationships between marketing and other business functions.</li> <li>• The link between the marketing plan, marketing objectives and marketing strategy.</li> <li>• Understanding the link between marketing strategy and corporate strategy.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Group activity – establish the links and dependencies between marketing and other departments/functions in a given business.</li> <li>• Discussion, question and answer activity – what is the link between marketing strategy and overall organisational strategy?</li> </ul>
<p>Session 5</p>	<p>LO1 Topic: Assignment workshop</p>	<ul style="list-style-type: none"> <li>• Review of student progress on the first assignment.</li> <li>• Recap input as required.</li> </ul> <p>Sample activities:</p> <p>Brief tutor-led overview of assessment requirements.</p> <ul style="list-style-type: none"> <li>• Open question and answer activity to address general questions and concerns.</li> <li>• Review of academic requirements and submission format.</li> <li>• Individual student queries and questions.</li> </ul>
<p>Session 6</p>	<p>LO1 Topic: Assignment workshop – creating and delivering effective presentations</p>	<ul style="list-style-type: none"> <li>• Delivering and presenting information in a professional manner.</li> <li>• Presentation formats and methods.</li> <li>• Preparing for your audience.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Question and answer activity based on short videos of different presentations – good and bad points in presentations.</li> <li>• Professional use of formats and software – PowerPoint, flipcharts, interactive boards etc.</li> <li>• Group activity – identify and profile your audience</li> </ul>

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<p>Session 7</p>	<p>LO1 Topic: Student presentations – Assignment 1</p>	<ul style="list-style-type: none"> <li>• Student presentations for Assignment 1.</li> <li>• Peer reflection and discussion.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Individual student presentations.</li> <li>• Peer reflection at the end on the good and bad practices noted.</li> </ul> <p>Comments: It is suggested that the rest of the group attend presentations as an 'audience' to create a realistic scenario. Also for group reflection at the end of presentations.</p>
<p>Session 8</p>	<p>LO2 Topic: The marketing mix – overview</p>	<ul style="list-style-type: none"> <li>• Issue Assignment 2 and introduction to the second assignment.</li> <li>• The use of management tools for strategic planning.</li> <li>• Broad outline of the marketing mix (7Ps)</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Tutor-led brief of Assignment 2.</li> <li>• Question and answer activity – what is the marketing mix?</li> <li>• Discussion and student input on how this tool can be used to assist decisions about business strategy.</li> <li>• Group work – research and list the 7Ps of the marketing mix.</li> </ul>
<p>Session 9</p>	<p>LO2 Topic: The marketing mix – products</p>	<p>Attributes, market classifications, new product development .</p> <ul style="list-style-type: none"> <li>• Introduction to product life cycle and adoption.</li> <li>• The branding of products and services – definition and purpose of branding.</li> <li>• Types of branding – family, individual and own-label. Re-branding.</li> <li>• The impact of branding on buyer behaviour.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Discussion – investigate the product life cycle.</li> <li>• Student research in to strong brands and what makes a strong brand. Also asses impact that strong brands have on buyer behaviour.</li> <li>• Students to create a brand image and logo for a given product.</li> </ul>



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<p>Session 10</p>	<p>LO2 Topic: The marketing mix – promotion</p>	<ul style="list-style-type: none"> <li>• Promotional objectives and introduction to models of communication.</li> <li>• Promotional or communications mix – advertising, direct marketing, product placement, sponsorship, sales promotion, exhibitions and public relations.</li> <li>• The impact of promotion on buyer behaviour.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Pair work – discuss and explain the reason for promotions and its purpose.</li> <li>• Group discussion – discuss the use of different methods of promotion and the impact on users/buyers.</li> </ul>
<p>Session 11</p>	<p>LO2 Topic: The marketing mix – price</p>	<ul style="list-style-type: none"> <li>• Pricing objectives and factors that influence price.</li> <li>• Pricing tactics (B2C) – pioneering, penetration, price matching, variable, psychological, prestige, promotional and discounting.</li> <li>• Professional services pricing.</li> <li>• Competitive tendering.</li> <li>• International pricing issues.</li> <li>• The impact of price on buyer behaviour.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Pair work – investigate why pricing tactics should be considered when planning to market new products.</li> <li>• Group activity – research different pricing tactics and assess its appropriateness in a given context.</li> <li>• Student debate – the impact of price on buyer behaviour.</li> </ul>
<p>Session 12</p>	<p>LO2 Topic: The marketing mix – place/placement</p>	<ul style="list-style-type: none"> <li>• Definitions within a marketing context.</li> <li>• Different stages of channel management.</li> <li>• Logistics and supply chain management.</li> <li>• Physical and online retailing.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Individual activity – define place/placement in the marketing mix.</li> <li>• Group activity – investigate and draw a poster of the stages of channel management.</li> <li>• Class discussion – the influence of logistics and supply chain management on marketing.</li> </ul>

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<p>Session 13</p>	<p>LO2 Topic: The marketing mix – people</p>	<ul style="list-style-type: none"> <li>• The role of people within marketing.</li> <li>• The different roles undertaken – customer interfacing and support personnel.</li> <li>• The impact of people on buyer behaviour.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Student activity – recap and explain different people in marketing processes.</li> <li>• Group activity – in a given case study or scenario identify the different roles in marketing e.g. customer facing, support functions etc.</li> </ul>
<p>Session 14</p>	<p>LO2 Topic: The marketing mix – physical evidence</p>	<ul style="list-style-type: none"> <li>• Definition.</li> <li>• Exteriors and interiors and how they influence buyer behaviour.</li> <li>• Visual factors – colour, lighting, uniforms and presentation.</li> <li>• Aural factors (music/sound) Olfactory factors (smell/taste).</li> <li>• The impact of physical evidence on buyer behaviour.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Small student groups – discuss the influence that physical elements have on their own perception of products.</li> <li>• Practical activity – show various physical environments for students to comment on visual impact, aural impact and impression of smell and taste (olfactory impact).</li> <li>• Discussion in pairs – what impact does the above have on buying behaviour?</li> </ul>
<p>Session 15</p>	<p>LO2 Topic: The marketing mix – process</p>	<ul style="list-style-type: none"> <li>• Definition within the marketing context.</li> <li>• Types of processes.</li> <li>• The impact of process on buyer behaviour.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Short activity – students to research and list different processes in delivering products.</li> <li>• Group discussion – the appropriateness and effectiveness of different processes in a specific context.</li> <li>• Discussion in pairs – how does process impact on buyer behaviour?</li> </ul>

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<p>Session 16</p>	<p>LO2 Topic: The marketing mix – integration</p>	<ul style="list-style-type: none"> <li>• Understanding of the marketing mix can be adapted to meet the needs of customers within both a B2C and B2B context.</li> <li>• The shift from the 4Ps to the 7Ps.</li> <li>• The relationship between marketing, ethics and corporate social responsibility (CSR).</li> <li>• Examine actual and potential ethical issues in marketing.</li> <li>• The link between external factors and the 7Ps.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Group discussion – the ‘flexible mix’ and the need to adapt it.</li> <li>• Tutor to explain/discuss the change from 4Ps to 7Ps</li> <li>• Group activity – the link between marketing ethics and CSR.</li> <li>• Homework in pairs – consider the application of the 7Ps in a given context.</li> </ul>
<p>Session 17</p>	<p>LO3 Topic: Developing a marketing plan</p>	<ul style="list-style-type: none"> <li>• The links between marketing plans, marketing objectives and marketing strategies.</li> <li>• An overview of the marketing planning process (analysis, planning, implementation and control) and marketing strategy.</li> <li>• Setting goals and objectives. Evaluating and monitoring marketing plans.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Student research: what is the value of a good marketing plan? Present back to the group.</li> <li>• Group activity – investigate and illustrate the marketing process in a poster format.</li> <li>• Pair work to identify the key elements needed in an effective marketing plan.</li> </ul>
<p>Session 18</p>	<p>LO3 Topic: Marketing planning – tools and techniques</p>	<ul style="list-style-type: none"> <li>• Market segmentation and target market selection.</li> <li>• Situational analysis tools and techniques.</li> <li>• Creating a marketing strategy and allocation of resources.</li> <li>• Monitoring and control measures.</li> </ul> <p>Sample activities:</p> <ul style="list-style-type: none"> <li>• Group activity – use an appropriate case study to apply market segmentation to a business.</li> <li>• Pair work – on the basis of the previous activity/discussion, identify a target market for the given business.</li> <li>• Group discussion – explain how the strategy would be implemented and the process of monitoring.</li> </ul>

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Session 19	LO2 & 3 Topic: Assignment workshop	•Review of student progress on the second assignment.  Sample activities: <ul style="list-style-type: none"><li>• Brief tutor-led overview of assessment requirements.</li><li>• Open question and answer activity to address general questions and concerns.</li><li>• Review of academic requirements and submission format.</li><li>• Individual student queries and questions.</li></ul>
Session 20	LO2 & 3 Topic: Assignment draft review workshop	•Review of individual student drafts for second assignment. Sample activities: <ul style="list-style-type: none"><li>• Individual appointments to address individual student queries and questions.</li></ul>