

Teaching Business at Level 3?



Choose BTEC:

- BTEC Nationals in Business
- BTEC Nationals in Enterprise and Entrepreneurship
- BTEC Nationals in Marketing



Welcome to your Guide to the new BTEC Nationals in:

**Business
Enterprise and Entrepreneurship
Marketing.**

Your Guide includes everything you need to know about what's new, why universities and employers are so excited about these new qualifications, and why around 1 in 4 students entering university in the UK do so with a BTEC.*

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*Source: UCAS Progression Pathways – Jan 2016

Why choose BTEC Nationals?

Young people taking their first step into a new career need the right blend of **technical and academic skills** to support them. And we know that employers and Higher Education are looking for highly skilled, job-ready individuals with a strong work ethic.

That's why we've created the new BTEC Nationals in collaboration with over 5,000 universities, employers and professional bodies with **employability at the heart**, so your learners can develop the skills and confidence they will need to step into a prosperous future.

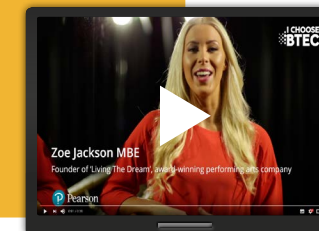
Why universities choose BTEC

[quals.pearson.com/
BTECprogressguide](http://quals.pearson.com/BTECprogressguide)



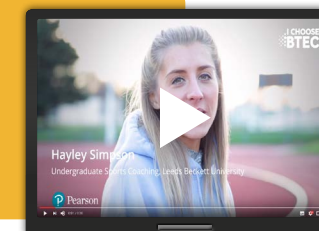
Why employers choose BTEC

[quals.pearson.com/
BTECprogressguide](http://quals.pearson.com/BTECprogressguide)



Why students choose BTEC

[quals.pearson.com/
BTECSuccessguide](http://quals.pearson.com/BTECSuccessguide)



95% of universities and colleges in the UK now accept BTECs

– including Oxford University

(Source: UCAS, Meeting the Needs of Learners, Providers and Universities (2016))

The number and proportion of students entering university with a BTEC has doubled between 2008 and 2014 from 44K to 85K

(Source: UCAS, Meeting the Needs of Learners, Providers and Universities 2016)

BTECs have the highest rates of learner progression, than any other vocational qualification particularly to Higher Education

(Source: Department for Business, Innovation & Skills report on 'Social Mobility: Contribution of Further Education and Skills')

See next page for what's new



What's new

Your new BTEC Nationals retain their familiar practical, unit-by-unit approach and have evolved to reflect feedback from Higher Education, employers and teaching professionals.

This means your new BTEC Nationals now include:

1 Combination of assessment styles

Learners have the opportunity to demonstrate their knowledge, skills and understanding in a range of work-related contexts – **see page 32** for further details.

- **Internal assignments:** Work-related assignments set and marked by the centre.
- **External Tasks:** Practical, work-related tasks, set and marked by Pearson.
- **Written exams:** Written answers to practical questions set and marked by Pearson.
- **Synoptic units:** Students can demonstrate that they can apply skills, knowledge and techniques learned across the qualification. **See pages 8, 16 and 24** for details of synoptic units.

2 Larger foundation of mandatory units

Gives universities and employers confidence that BTEC-qualified candidates have reached a consistent level of core knowledge and skills for their sector.

3 Even more support

We've listened, and have put together our most comprehensive support package yet, including more examples of exemplar materials.

4 Employer involvement

Real work-based experience for those choosing Tech level qualifications – **page 23** for full details.

See next page to find out what BTECs can do for your students

What BTEC Nationals can do for your students

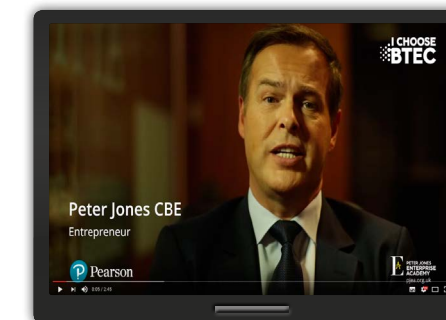
Your new BTEC Nationals offer learners **modern, work-related qualifications** which open the door to higher education and a career because they:

- are each designed with a **clear purpose to support defined progression** routes into higher education or employment
- **build high-level skills** such as teamwork, creative thinking and presentation skills.
- develop **independent research and study skills** essential for success at university.

"BTEC helps students get the skills that today's employers are looking for... BTEC is considered the gold standard of vocational learning."

Peter Jones, CBE
Entrepreneur

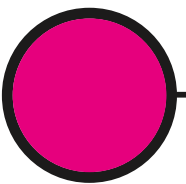
Watch this short video for more from Peter Jones at quals.pearson.com/ichooseBTECguide



"BTEC students coming with vocational skills can really add something extra to the university setting."

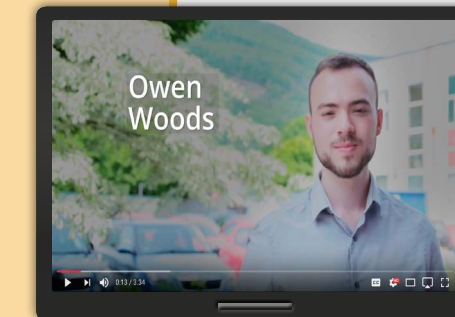
Ian Blenkharn, Director of Education and Student Experience, University of Exeter.

For full details of your BTEC Nationals in Business see next page



See some great BTEC success stories and hear from our 2106 BTEC Award winners at quals.pearson.com/ichooseBTECguide.

BTEC AWARDS 2016



Want to know more?

Visit ichoosebtec.com/guide to see what universities, employers and students have to say about BTEC.



Your new BTEC Nationals in Business

Your new BTEC Nationals in Business offer a flexible range of qualifications that can be studied alongside other level 3 qualifications such as A levels or other BTEC Nationals as part of a larger programme of study, or as the main focus of study. All sizes attract UCAS points and are widely recognised by universities and employers.

They provide:

- **flexibility** for your students to progress to larger-size qualifications or specialise
- opportunities for students to showcase their skills through **practical assessments**
- the **underpinning knowledge and skills** needed to meet industry requirements
- the **transferable and high-order skills** so highly regarded by HE and employers
- **Applied General** qualification options.

Applied General qualifications

Applied General qualifications are for students progressing to their career through higher level study, although they could go directly into employment at the end of the course.

Students will have the opportunity to:

- **choose between different qualification sizes** so they have the option to study full or part-time or take a BTEC alongside other level 3 qualifications such as A levels
- **develop transferable knowledge and skills.**

HE and Employer support

See the list of organisations who've written letters of support for your new BTEC Nationals in Business at: quals.pearson.com/BTECNatsBusinesslettersGuide

Choice of course sizes – Applied General qualifications

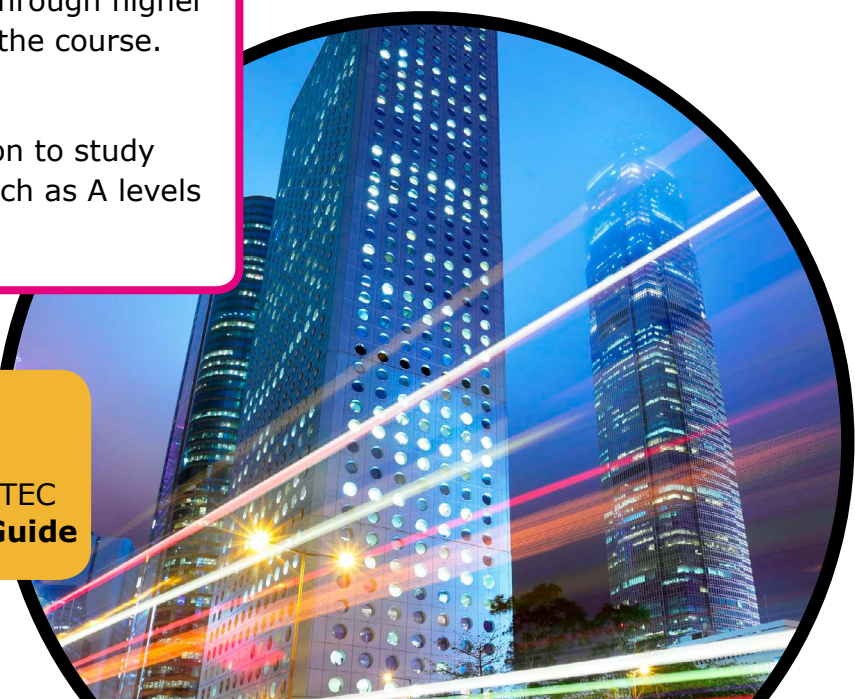
Here's an overview of the Applied General-style qualifications for Business learners. You'll see we've listened to feedback from employers and HE, so there are more mandatory units to ensure all learners master the same foundation of essential knowledge and skills. And, there's still the traditional range of optional units to complete the course. Choose the size that's right for you – and then explore your units in more detail on page 8.



Certificate (180 GLH)	Extended Certificate (360 GLH)	Foundation Diploma (540 GLH)	Diploma (720 GLH)	Extended Diploma (1080 GLH)
Equivalent in size to 0.5 A level	Equivalent in size to 1 A level	Equivalent in size to 1.5 A levels	Equivalent in size to 2 A levels	Equivalent in size to 3 A levels
Applied General	Applied General	Applied General	Applied General	Applied General
TOTAL: 2 UNITS	TOTAL: 4 UNITS	TOTAL: 6 UNITS	TOTAL: 8 UNITS	TOTAL: 13 UNITS
2 MANDATORY UNITS	3 MANDATORY UNITS	4 MANDATORY UNITS	6 MANDATORY UNITS	7 MANDATORY UNITS
0 OPTIONAL UNITS	1 OPTIONAL UNIT	2 OPTIONAL UNITS	2 OPTIONAL UNITS	6 OPTIONAL UNITS
Basic introduction to studying business.	Broad basis for studying business.	Designed as a one-year course - underpinning knowledge for the business sector.	In-depth study for learners studying business as their main subject often with an additional one.	A two-year, full-time course - in-depth study of the business sector.
Supports progression to:	Supports progression to:	Supports progression to:	Supports progression to:	Supports progression to:
<ul style="list-style-type: none"> • further education or higher education • employment (when studied alongside other level 3 qualifications.)	<ul style="list-style-type: none"> • higher education (when taken as part of a programme of study that includes other level 3 qualifications.) 	<ul style="list-style-type: none"> • higher education (when taken as part of a programme of study that includes other level 3 qualifications.) 	<ul style="list-style-type: none"> • higher education • employment 	<ul style="list-style-type: none"> • higher education • employment
<i>Scheduled first teaching: September 2016*</i>	<i>Scheduled first teaching: September 2016*</i>	<i>Scheduled first teaching: September 2016*</i>	<i>Scheduled first teaching: September 2016*</i>	<i>Scheduled first teaching: September 2016*</i>

*Included on the DfE's 16-19 performance measures in England.

For full details of your BTEC Nationals in Business see next page



Your choice of course sizes in detail - Mandatory units

Mandatory Unit titles	Assessment type	GLH	Certificate (180 GLH)	Extended Certificate (360 GLH)	Foundation Diploma (510 GLH)	Diploma (720 GLH)	Extended Diploma (1080 GLH)
			Applied General	Applied General	Applied General	Applied General	Applied General
1. Exploring Business	Assignment	90	M*	M*	M*	M**	M*
2. Developing a Marketing Campaign	Task	90	MS*	MS*	MS*	MS*	M*
3. Personal and Business Finance	Written exam	120		M*	M*	M*	M*
4. Managing an Event	Assignment	90			MS*	MS**	M*
5. International Business	Assignment	90				MS**	M*
6. Principles of Management	Task	120				M*	M*
7. Business Decision Making	Task	120					MS*

Assignment – Set and marked internally
Task – Set and marked by Pearson
Written exam – Set and marked by Pearson
O – Optional Unit

M – Mandatory unit
MS – Synoptic unit
 * – Students must pass this unit
 ** – Diploma students must complete these units and pass at least 2 of them

Your choice of course sizes in detail – Optional Units

Optional Unit titles	Assessment type	GLH	Certificate (180 GLH)	Extended Certificate (360 GLH)	Foundation Diploma (510 GLH)	Diploma (720 GLH)	Extended Diploma (1080 GLH)
			Applied General	Applied General	Applied General	Applied General	Applied General
			N/A	Choose 1 from 5	Choose 2 from 11	Choose 2 from 20	Choose 6 from 20
8. Recruitment and Selection Process	Assignment	60		O	O	O	O
9. Team Building in Business	Assignment	60				O	O
10. Recording Financial Transactions	Assignment	60			O	O	O
11. Final Accounts for Public Limited Companies	Assignment	60				O	O
12. Financial Statements for Specific Businesses	Assignment	60				O	O
13. Cost and Management Accounting	Assignment	60			O	O	O
14. Investigating Customer Service	Assignment	60		O	O	O	O
15. Investigating Retail Business	Assignment	60				O	O
16. Visual Merchandising	Assignment	60			O	O	O
17. Digital marketing	Assignment	60			O	O	O
18. Creative Promotion	Assignment	60				O	O
19. Pitching for New Business	Assignment	60			O	O	O
20. Investigating Corporate Social Responsibility	Assignment	60				O	O
21. Training and Development	Assignment	60				O	O
22. Market Research	Assignment	60		O	O	O	O
23. The English Legal System	Assignment	60		O	O	O	O
24. Employment Law	Assignment	60			O	O	O
25. Aspects of Civil Liability Affecting Business	Assignment	60				O	O
26. Aspects of Criminal Law Impacting on Business and Individuals	Assignment	60				O	O
27. Work Experience in Business	Assignment	60		O	O	O	O

Practical assessment

Your BTEC Nationals in Business learners will apply their learning through practical assessments in the form of internally assessed **assignments** and externally assessed **tasks** and **written exams**.

Your detailed unit charts on **pages 8 - 9** show how each unit is assessed as well as the expected guided learning hours.

Here's a brief guide to your BTEC Nationals in Business assessment:

1 Assignments – internally assessed by you

The same BTEC tried-and-tested teaching and assessment style teachers and students know and love.

For internally assessed assignments, you and your programme team draw up an assessment plan and create an assignment brief for your students to then carry out set tasks and create evidence around work-related scenarios.

Assignments can include research, projects, investigations, fieldwork and experiments and often link theory with practical exercises.

How we help you:

- We provide **authorised assignment briefs** – once you've verified these are suitable for your learners they are ready to use.
- You can download our guide to writing assignments if you prefer to create your own.
- We've an assessment plan template you can download to save you time.

Browse our step-by-step guide to delivering BTEC at:

quals.pearson.com/BTECstepbystepGuide and find out about all the support available on page 36 of this guide.

Learn more about assessment and grading

You'll find detailed unit and assessment information in your Specification at **quals.pearson.com/BTECNatsBusiness16Guide**

Download your exam timetable at **quals.pearson.com/BTECexamsGuide**

2 Tasks - set and marked by Pearson

Unit 2: Developing a Marketing Campaign

Mandatory unit for all qualifications.

A written task completed under supervised conditions over a period of three hours. Learners will receive a case study two weeks before the assessment period in order to carry out research to prepare and plan a marketing campaign.

Frequency: Twice yearly

First assessment window: May/June 2017

Unit 6: Principles of Management

Mandatory unit for Diploma and Extended Diploma.

A written task completed under supervised conditions over a period of three hours. Learners will receive a case study two weeks before the assessment period in order to carry out research ahead of the task.

Frequency: Twice yearly

First assessment window: January 2018

Unit 7: Business Decision Making

Mandatory unit for Extended Diploma.

A written task completed and submitted online under supervised conditions over a period of three hours. Learners complete a set task based on a case study/business scenario released in the supervised assessment period.

Frequency: Twice yearly

First assessment window: January 2018



3 Written Exams - set and marked by Pearson

Unit 3: Personal and Business Finance

Mandatory unit for Extended Certificate, Foundation Diploma, Diploma and Extended Diploma qualifications.

Two-hour examination including questions on the personal finance and business finance units.

Frequency: Twice yearly
First assessment window: May/June 2017



Resources

Your new BTEC Nationals in Business have a comprehensive range of support available to help with planning, teaching, assessing and tracking progress of your learners and also for training and professional development. **See page 35** for a summary of when and how you can use our resources.

Free resources

Along with this course guide, you have access to the following free-to-download support at quals.pearson.com/BTECNatsBusiness16Guide:

- Specifications
- Skills for Learning and Work activity sheets
- Schemes of Work
- Sample Assessment Material
- Delivery Guides
- Quality Assurance Handbooks
- Authorised Assignment Briefs
- Specimen Papers and Mark Schemes
- myBTEC

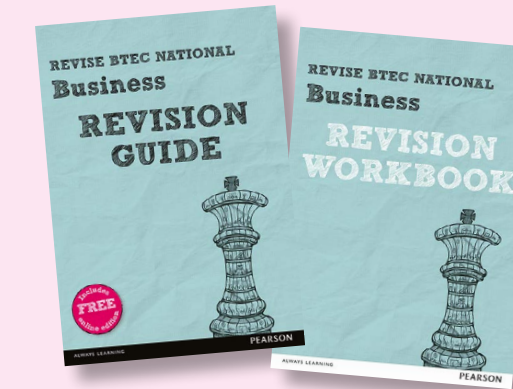
Paid for resources*

Pearson BTEC Nationals in Business

- Student Books 1 and 2
- Teaching Packs
- Revision Guide
- Revision Workbook

To find out more or download sample units go to:

www.pearsonfe.co.uk/BTECNatsBusiness16Guide



*Published resources are available from a range of publishers and are not a pre-requisite to delivering this qualification.

Training and professional development

You also have access to a wide range of training courses such as:

- FREE face-to-face and online events such as Getting Ready to Teach events
- Centre-based paid-for events.

Find out more at quals.pearson.com/BTECTraining16Guide.



Your new BTEC Nationals in Enterprise and Entrepreneurship

Your new BTEC Nationals in Enterprise and Entrepreneurship offer a flexible range of qualifications that can be studied alongside other level 3 qualifications such as A levels or other BTEC Nationals as part of a larger programme of study, or as the main focus of study. All sizes attract UCAS points and are widely recognised by universities and employers.

They provide:

- alternative and more practical business learning focusing on enterprising, intrapreneurial and entrepreneurial skills
- opportunities for students to showcase their skills through **practical assessments**
- the **underpinning knowledge and skills** and behaviours needed to be enterprising in employment or self-employment
- the **transferable and high-order skills** so highly regarded by HE and employers
- **Applied General** qualifications with clear purpose and progression to higher education or employment.

Each size of qualification builds on the last to add more in depth understanding, with the Extended Diploma synoptic involving writing an enterprise strategy.

Applied General qualifications

Applied General qualifications are for students progressing to their career through higher level study, although they could go directly into employment at the end of the course.

Students will have the opportunity to:

- choose between different qualification sizes so they have the option to study full or part-time or take a BTEC alongside other level 3 qualifications such as A levels
- develop transferable knowledge and skills.

HE and Employer support

See the list of organisations who've written letters of support for your new BTEC Nationals in Enterprise and Entrepreneurship at: quals.pearson.com/BTECNatsEElettersGuide

Choice of course sizes – Applied General qualifications

Here's an overview of the Applied General-style qualifications for Enterprise and Entrepreneurship. You'll see we've listened to feedback from employers and HE, so there are more mandatory units to ensure all learners master the same foundation of essential knowledge and skills. Choose the size that's right for you – and then explore your units in more detail on page 16.

Certificate (180 GLH)	Foundation Diploma (510 GLH) NEW	Diploma (720 GLH)	Extended Diploma (1080 GLH) NEW	Extended Certificate (360 GLH)
Equivalent in size to 0.5 A level Applied General TOTAL: 2 UNITS	Equivalent in size to 1.5 A levels Applied General TOTAL: 6 UNITS	Equivalent in size to 2 A levels Applied General TOTAL: 8 UNITS	Equivalent in size to 3 A levels Applied General TOTAL: 12 UNITS	Equivalent in size to 1 A levels Applied General TOTAL: 4 UNITS
2 MANDATORY UNITS	4 MANDATORY UNITS	6 MANDATORY UNITS	8 MANDATORY UNITS	3 MANDATORY UNITS
0 OPTIONAL UNITS	2 OPTIONAL UNITS	2 OPTIONAL UNITS	4 OPTIONAL UNITS	1 OPTIONAL UNIT
Basic introduction to studying Enterprise and Entrepreneurship.	Designed as a one-year course for in depth study of the sector.	In-depth study for learners studying Enterprise and as their main subject often with an additional one.	A two-year, full-time course - in-depth study of the Enterprise and Entrepreneurship sector.	Broad introduction to study of the Enterprise and Entrepreneurship sector.
Supports progression to:	Supports progression to:	Supports progression to:	Supports progression to:	Supports progression to:
<ul style="list-style-type: none"> • Further or higher education • employment (when studied alongside other level 3 qualifications.)	<ul style="list-style-type: none"> • apprenticeship • higher education (when taken as part of a programme of study that includes other level 3 qualifications.)	<ul style="list-style-type: none"> • higher education • employment 	<ul style="list-style-type: none"> • higher education • employment 	<ul style="list-style-type: none"> • higher education (when taken as part of a programme of study that includes other level 3 qualifications.)
Scheduled first teaching: September 2016*	Scheduled first teaching: September 2017**	Scheduled first teaching: September 2016*	Scheduled first teaching: September 2017**	Scheduled first teaching: September 2016*

*Included on the DfE's 16-19 performance measures in England.

**Submitted for DfE performance measures.

See next page for your units in detail



Your choice of course sizes in detail – Mandatory Units

Mandatory Unit titles	Assessment type	GLH	Certificate (180 GLH)	Extended Certificate (360 GLH)	Foundation Diploma NEW (510 GLH)	Diploma (720 GLH)	Extended Diploma NEW (1080 GLH)
			Applied General	Applied General	Applied General	Applied General	Applied General
1. Enterprise and Entrepreneurs	Assignment	90	M*	M*	M*	M**	M**
2. Developing a Marketing Campaign	Task	90	MS*	MS*	M*	MS*	M*
3. Personal and Business Finance	Written exam	120		M*	M*	M*	M*
4. Launch and Run an Enterprise	Assignment	90			MS*	M**	M**
5. Survival and Growth	Assignment	90				M**	M**
6. Business Decision Making	Task	120				MS*	M*
12. Principles of Management	Task	120					M*
13. Developing an Enterprise Strategy	Assignment	120					MS*

Assignment – Set and marked internally

Task – Set and marked by Pearson

Written exam – Set and marked by Pearson

M – Mandatory unit
MS – Synoptic unit
 * – Students must pass this unit
 ** – Students must complete all three of these units and must pass at least two of them.



Your choice of course sizes in detail – Optional Units

Optional Unit titles	Assessment type	GLH	Certificate (180 GLH)	Extended Certificate (360 GLH)	Foundation Diploma NEW (510 GLH)	Diploma (720 GLH)	Extended Diploma NEW (1080 GLH)
			Applied General	Applied General	Applied General	Applied General	Applied General
			N/A		Choose 1 from 5	Choose 2 from 3	Choose 4 from 5
7. Social Enterprise	Assignment	60		0	0	0	0
8. Enterprise and Intrapreneurship in Practice	Assignment	60		0	0	0	0
9. Innovation and Enterprises	Assignment	60			0	0	0
10. Recruitment and Selection Process	Assignment	60					0
11. Marketing Communications	Assignment	60					0

Assignment – Set and marked internally

0 – Optional Unit



See next page for Assessment

Practical assessment

Your BTEC Nationals in Enterprise and Entrepreneurship students will apply their learning through practical assessments in the form of internally assessed **assignments** and externally assessed **tasks** and **written exams**.

Your detailed unit charts on pages 16 and 17 show how each unit is assessed as well as the expected guided learning hours.

Here's a brief guide to your BTEC Nationals in Enterprise and Entrepreneurship assessment:

1 Assignments – internally assessed by you

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For internally assessed assignments, you and your programme team draw up an assessment plan and create an assignment brief, for your students to then carry out set tasks and create evidence around work-related scenarios.

Assignments can include research, projects, investigations, fieldwork and experiments and often link theory with practical exercises.

How we help you:

- We provide ready-to-use and pre-approved assignment briefs so you don't need to worry.
- You can download our guide to writing assignments if you prefer to create your own.
- We've an assessment plan template you can download to save you time.

Browse our step-by-step guide to delivering BTEC at:

quals.pearson.com/BTECstepbystepGuide and find out about all the support available on page 35 of this guide.

Learn more about assessment and grading

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Download your exam timetable at **quals.pearson.com/BTECexamsGuide**



2 Tasks

Unit 2: Developing a Marketing Campaign

Mandatory unit for all qualifications.

A written task completed under supervised conditions over a period of three hours. Learners will receive a case study two weeks before the assessment period in order to carry out research to prepare and plan a marketing campaign.

Frequency: Twice yearly
First assessment window: May/June 2017

Unit 6: Business Decision Making

Mandatory unit for Diploma and Extended Diploma.

Learners complete and submit a set task based on a case study/ Scenario released in the supervised assessment period within a three hour period.

Frequency: Twice yearly
First assessment window: January 2018

Unit 12: Principles of Management

Mandatory unit for Extended Diploma.

A written task completed under supervised conditions over a period of three hours. Learners will receive a case study two weeks before the assessment period in order to carry out research ahead of the task.

Frequency: Twice yearly
First assessment window: January 2018

3 Written Exams

Unit 3: Personal and Business Finance

Mandatory unit for Extended Certificate, Foundation Diploma, Diploma and Extended Diploma qualifications.

Two-hour examination including questions on the personal finance and business finance units.

Frequency: Twice yearly
First assessment window: May/June 2017

Resources

Your new BTEC Nationals in Enterprise and Entrepreneurship have a comprehensive range of support available to help with planning, teaching, assessing and tracking progress of your learner and also for training and professional development. See page 35 for a summary of when and how you can use our resources.

Free resources

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- Specifications
- Skills for Learning and Work activity sheets
- Schemes of Work
- Sample Assessment Material
- Delivery Guides
- Quality Assurance Handbooks
- Authorised Assignment Briefs
- Specimen Papers and Mark Schemes
- myBTEC

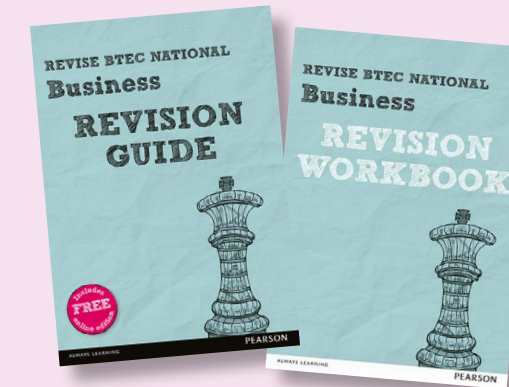
Paid for resources*

Resources are available for Enterprise and Entrepreneurship units 2, 3, 6 and 7 within the Pearson BTEC Nationals in Business resources.

- Student Books 1 and 2
- Teaching Packs
- Revision Guide
- Revision Workbook

To find out more or download sample units go to:

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*Published resources are available from a range of publishers and are not a pre-requisite to delivering this qualification.

Training and professional development

You also have access to a wide range of training courses such as:

- FREE face-to-face and online events such as Getting Ready to Teach events
- Centre-based paid-for events.

Find out more at

quals.pearson.com/BTECTraining16Guide.



See next page for BTEC Nationals in Marketing



Your new BTEC Nationals in Marketing

Your new BTEC Nationals in Marketing offer Tech Level qualifications that can be studied alongside other level 3 qualifications such as A levels or other BTEC Nationals as part of a larger programme of study, or as the main focus of study. Both sizes attract UCAS points and are widely recognised by universities and employers.

They provide:

- **flexibility** for your students to progress to larger-size qualifications or specialise
- opportunities for students to showcase their skills through **practical assessments**
- the **underpinning knowledge and skills** needed to meet industry requirements
- the **transferable and high-order skills** so highly regarded by HE and employers
- **Tech Level qualifications** with clear purpose and progression to higher education or employment.

Tech Level qualifications

Tech Level qualifications are for students wishing to progress directly to employment or apprenticeships through specialist study, or choose to go on to higher level study.

Students will have the opportunity to:

- choose between different qualification sizes so they have the option to study full or part-time or take a BTEC alongside other level 3 qualifications such as A levels
- equip themselves with specialist knowledge and skills for their chosen career path
- develop transferable knowledge and skills.

HE and Employer support

See the list of organisations who've written letters of support for your new BTEC Nationals in Marketing at: quals.pearson.com/BTECNatsMarketinglettersGuide

Choice of course sizes – Tech Level qualifications

Here's an overview of the Tech Level-style qualifications for Marketing. You'll see we've listened to feedback from employers and HE, so there are more mandatory units to ensure all learners master the same foundation of essential knowledge and skills. Choose the size that's right for you – and then explore your units in more detail on page 24

Extended Certificate (360 GLH)	Diploma (720 GLH)
Equivalent in size to 1 A level Tech Level TOTAL: 5 UNITS	Equivalent in size to 2 A levels Tech Level TOTAL: 10 UNITS
4 MANDATORY UNITS	6 MANDATORY UNITS
1 OPTIONAL UNIT	4 OPTIONAL UNITS
Introduction to studying marketing.	In-depth study for learners studying marketing as their main subject often with an additional one.
Supports progression to:	Supports progression to:
<ul style="list-style-type: none"> • Further or higher education • employment (when studied alongside other level 3 qualifications.)	<ul style="list-style-type: none"> • Further or higher education • employment

Scheduled first teaching:
September 2017**

Scheduled first teaching:
September 2017**

Employer involvement

In Tech Level qualifications, students have the opportunity to learn first hand from practising professionals and real employment environments, allowing them to fully appreciate what's involved in their chosen career.

- Activities can take place inside a workplace (e.g. structured work experience aligned to unit content) and/or
- Employers can be involved in the delivery of the qualification content, as guest lecturers, setting or assessing assignments.

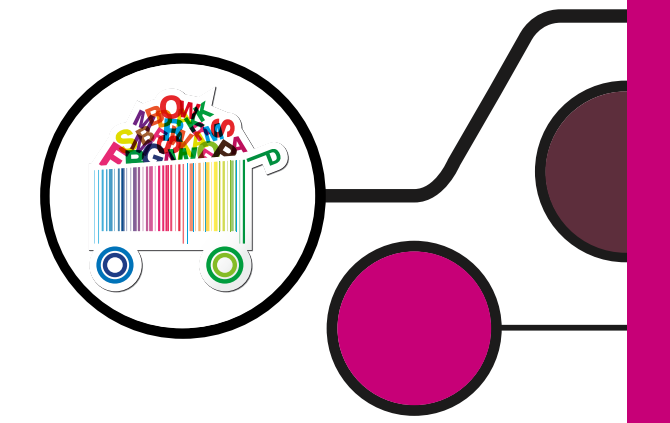
You select the best blend of activities for your students.

Find full guidance in section 1, 4 and 8 of your qualification specification at:

quals.pearson.com/BTECNatsMarketing17Guide.

See next page for your units in detail

**Submitted for DfE performance measures.



Your Choice of course sizes in detail – Mandatory Units

Please note, these qualifications are still in development. These are not the final units but provide an outline of the type of units we plan to include.

Sign up for updates and we'll let you know when the final specifications are available.

Mandatory Unit titles	Assessment type	GLH	Extended Certificate	Diploma
			(360 GLH)	(720 GLH)
			Tech Level	Tech Level
1. Investigating the Business Environment	Task	120	M*	M*
2. Exploring Marketing	Task	120		M*
3. Marketing Communications	Assignment	60	M*	M*
4. Digital Communications	Assignment	60	M*	M*
7. Market Research	Assignment	60	M*	M*
8. Digital Marketing	Assignment	60		M*

Assignment – Set and marked internally

Task – Set and marked by Pearson

Written exam – Set and marked by Pearson

M – Mandatory unit

***** – Students must pass this unit

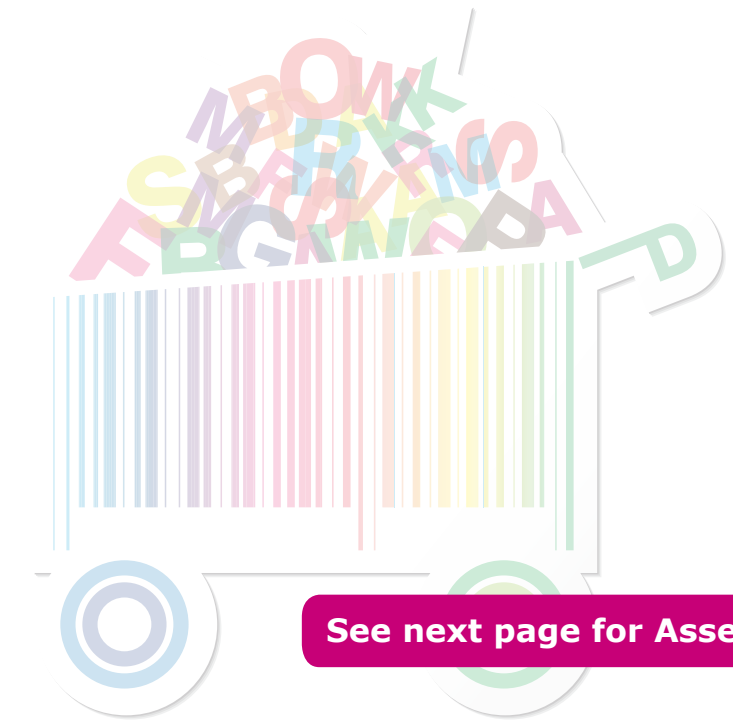


Your Choice of course sizes in detail – Optional Units

Optional Unit titles	Assessment type	GLH	Extended Certificate	Diploma
			(360 GLH)	(720 GLH)
			Tech Level	Tech Level
			Choose 1 from 4	Choose 4 from 6
5. Relationship Marketing	Assignment	60	O	O
6. Branding	Assignment	60		O
8. Digital Marketing	Assignment	60	O	
9. Creative Promotion	Assignment	60	O	O
10. Visual Merchandising	Assignment	60		O
11. Team Building and Events	Assignment	60		O
12. Work Experience	Assignment	60	O	O

Assignment – Set and marked internally

O – Optional Unit



See next page for Assessment

Practical assessment

Your BTEC Nationals in Marketing students will apply their learning through practical assessments in the form of internally assessed **assignments** and externally assessed **tasks**.

Your detailed unit charts on pages 24 and 25 show how each unit is assessed as well as the expected guided learning hours.

Here's a brief guide to your BTEC Nationals in Marketing assessment:

1 Assignments – internally assessed by you

The same BTEC tried-and-tested teaching and assessment style teachers and students know and love.

For internally assessed assignments, you and your programme team draw up an assessment plan and create an assignment brief for your students to then carry out set tasks and create evidence around work-related scenarios.

Assignments can include research, projects, investigations, fieldwork and experiments and often link theory with practical exercises.

How we help you:

- We provide **authorised assignment briefs** – once you've verified these are suitable for your learners they are ready to use.
- You can download our guide to writing assignments if you prefer to create your own.
- We've an assessment plan template you can download to save you time.

Browse our step-by-step guide to delivering BTEC at:

[quals.pearson.com/BTECstepbystepGuide](https://www.pearson.com/qualifications/btec) and find out about all the support available on page 35 of this guide.

Learn more about assessment and grading

You'll find detailed unit and assessment information in your Specification at **[quals.pearson.com/BTECNatsMarketing17Guide](https://www.pearson.com/qualifications/btec)**

Download your exam timetable at **[quals.pearson.com/BTECexamsGuide](https://www.pearson.com/qualifications/btec)**

2 Tasks

Unit 1: Investigating the Business Environment

Mandatory for both qualifications.

A written task completed under supervised conditions. Learners will be given a case study two weeks before a supervised assessment period to carry out their research. The supervised assessment period is a maximum of three hours, and can be arranged over a number of sessions. Learners will be assessed on their knowledge and understanding of the factors that contribute to business success, including the ways in which businesses can be organized and the impact of external environments and the role of enterprise and innovation in establishing a business. They will also be assessed on their ability to analyse unfamiliar information and data using common situational analysis tools in order to give recommendations based on that analysis.

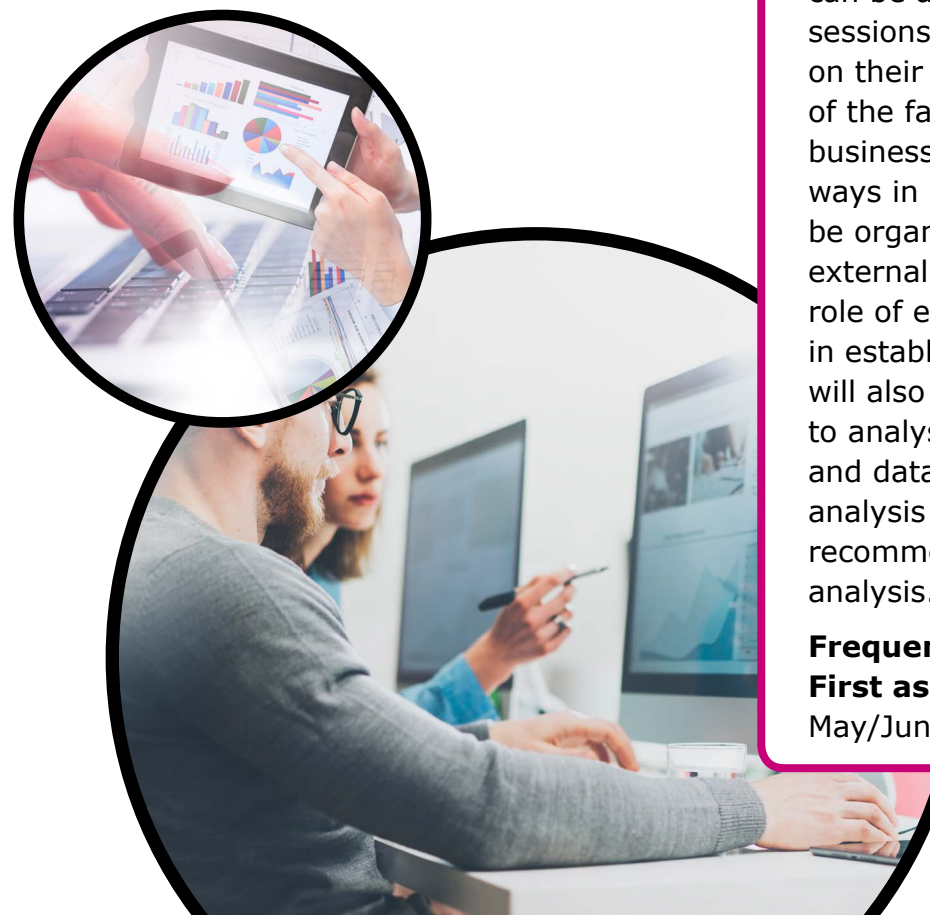
Frequency: Twice yearly
First assessment window: May/June 2018.

Unit 2: Exploring Marketing

Mandatory for the Diploma.

A written task completed under supervised conditions. Learners will be given a case study two weeks before a supervised assessment period in order to carry out their research. The supervised assessment period is a maximum of three hours, and can be arranged over a number of sessions. Learners will be assessed on their understanding of, and ability to use, the appropriate marketing mix elements as well as demonstrate their understanding of the impact of finance and globalisation on marketing activity and illustrate this in their written submission.

Frequency: Twice yearly
First assessment window: May/June 2018.



Resources

Your new BTEC Nationals in Marketing have a comprehensive range of support available to help with planning, teaching, assessing and tracking progress of your learner and also for training and professional development. See page 35 for a summary of when and how you can use our resources.

Free resources

Along with this course guide you have access to the following free-to-download support at quals.pearson.com/BTECNatsMarketing17Guide:

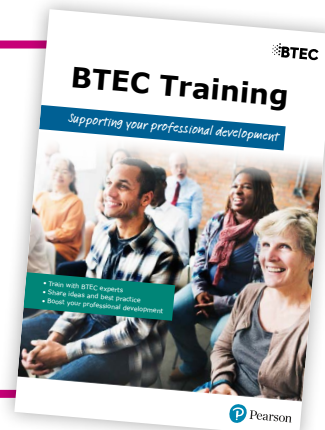
- **Specifications**
- **Skills for Learning and Work activity sheets**
- **Schemes of Work**
- **Sample Assessment Material**
- **Delivery Guides**
- **Quality Assurance Handbooks**
- **Authorised Assignment Briefs**
- **Specimen Papers and Mark Schemes**
- **myBTEC**

Training and professional development

You also have access to a wide range of training courses such as:

- FREE face-to-face and online events such as Getting Ready to Teach events
- Centre-based paid-for events.

Find out more at quals.pearson.com/BTECTraining16Guide.



New for 2017

We've more BTEC Nationals in development for 2017.

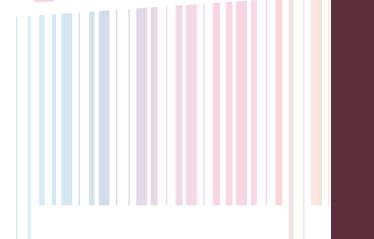
Here's a quick round-up of these additional new qualifications:

- **BTEC Nationals in Accounting**
- **BTEC Nationals in Financial Services**
- **BTEC Nationals in Human Resources**
- **BTEC Nationals in Retail**

As soon as we've more information available we'll up-date our web pages so check back soon at quals.pearson.com/BTECNats16and17Guide.

You can also sign up for updates at quals.pearson.com/BTECNats16UpdateGuide and we'll keep you up-to-date with the latest news and let you know when the new specifications are available to view.

You can also contact your **subject advisor** for the latest information at TeachingBusiness@pearson.com.



Your units explained

Your new BTEC Nationals retain the familiar flexible, unit-based content, with knowledge and skills applied in project-based assessments.

Coverage and mastery: achieving individual units and the qualification

In response to the needs of employers and Higher Education, we've designed the new courses to provide a consistent foundation of knowledge and skills. This means all BTEC-qualified candidates can start on their chosen career pathway with confidence in their:



Coverage

- Mandatory units provide a solid foundation of knowledge and skills for every BTEC Nationals learner.

Mastery

Learners need to achieve:

- all of the mandatory units
- a selection of optional units (in some sizes)

at **Pass or above** to achieve an overall qualification grade.

This means Higher Education and employers can be confident in BTEC-qualified learners' mastery of essential knowledge and skills.

Specialist knowledge

- Learners study a range of mandatory and optional units building on a strong foundation to focus on what they need for their chosen career pathway.

Find out more

Check the unit lists on **pages 8, 16 and 24** in this Guide, or Section 2 of your specification, to confirm which units learners must achieve at Pass level.

There are opportunities for resubmission and re-takes – learn more on page 33.

Your units explained – Check your spec.

There's plenty more information in your specification – it's worth having a look at the two sections listed below alongside the unit lists in this Guide to give you the full picture.

Check your spec:

Section 2: Structure

Includes a handy summary of:

- **Units included in each size**, so you know what content you'll be teaching
- **Guided Learning Hours**, so you know how long each unit takes to teach
- Which **units the learner has to achieve at pass or above** in order to achieve the full qualification
- **how – and when – each unit is assessed**, and whether the units are mandatory or optional.

Section 3: Understanding your units

- Includes a **simple overview** of what's included in both internally and externally assessed units – essential reading before you dive into the unit content in more detail.

Find out more

Download your specification at quals.pearson.com/BTECNats16and17Guide
See page 34 of this guide for information on Quality Assurance.
See page 35 for details of support available.

See next page for information on assessment



Assessment

Your new BTEC Nationals use a combination of assessment styles. This gives your learners the opportunity to showcase their skills and apply their knowledge in an appropriate, work-related context, and provides evidence of what they can do when they apply to enter higher education or employment.

Here's a simple summary of each type of assessment – and why not watch our **Quick Guide video** to find out more about the new externally assessed Tasks.



	Assessment	Format	Outcome
Assignments	<p>Set and marked by: Centre (school, college or training provider)</p> <p>Verified by: Pearson</p>	<ul style="list-style-type: none"> Practical tasks set in work-related scenarios. Can be tailored to local industry needs. 	Learners demonstrate how they apply knowledge and skills to complete a practical project over a period of time, working individually or in groups.
Tasks	<p>Set and marked by: Pearson</p>	<ul style="list-style-type: none"> Practical, work-related scenarios taken in realistic, time-based situations. Controlled conditions - some tasks have pre-released information. 	Learners demonstrate how they apply learning to common workplace or HE scenarios, providing a consistent standard of assessment for all BTEC learners.
Written Exams	<p>Set and marked by: Pearson</p>	<ul style="list-style-type: none"> Students draw on essential information to create written answers to practical questions in exam conditions. 	Learners demonstrate they can apply appropriate knowledge to a work-related challenge in timed conditions.

See the opposite page for information around grading and re-takes

Grading

A learner's final grade reflects their achievements across all units in their BTEC National course.

Both internally and externally assessed units are individually graded as either Pass, Merit or Distinction, and each final unit grade is allocated points.

The total points scored across all units are used to calculate the final qualification grade.

	GLH	Type (Int/Ext)	Grade	Unit points
Unit 1	90	Ext	Distinction	24
Unit 2	90	Int	Distinction	24
Totals	180		D*	48

The learner has sufficient points for a D* grade

Check your spec

Section 9 of your specification covers **understanding the qualification grade**.
quals.pearson.com/BTECNats16and17Guide

Find out more

Watch this short video guide for help and advice around BTEC grading or visit quals.pearson.com/BTECNats16and17Guide



Re-submissions, re-takes and re-sits

Internal assessments

Re-submissions

If a learner wants to improve their grade on an internal assignment, they may be allowed one re-submission of evidence within **15 days** of receiving the grade for their original submission.

Re-takes

If a learner does not achieve a Pass grade from the initial submission of evidence or from a re-submission, they will be allowed one re-take of a brand new assignment which is set at Pass level only.

External assessments

Re-sits

Students can re-sit externally assessed units once.

You can download your exam timetable at quals.pearson.com/BTECexamsguide

Quality Assurance and Administration



Quality Assurance

Quality assurance is at the heart of our BTEC qualifications and means you have the support you need to ensure the quality and standard of internal assessments in all BTEC centres.

- **New, improved Quality Assurance Handbook**
We've listened to feedback from teachers to understand what you need from your Quality Assurance guidance. As a result, we have taken a new approach to the online Quality Assurance Handbook.
- **Quality Assurance Handbook**
Your online Quality Assurance Handbook is now available as a series of web pages which contain the key information you will need when preparing and delivering BTEC.

You can now:

- **Search information** without having to download several documents.
- **View the information** with a focus on what's most important to you.

If you prefer to print off the information, you can still download the pdf documents.

You can view our Quality Assurance Handbook at quals.pearson.com/BTECQAGuide

Simpler assessment admin

We've also made admin simpler and quicker by improving our BTEC assessment support.

From September 2016 we're introducing

- **Early contact** with a single standards verifier for your subject - to help ensure you have consistent support and advice from a single subject expert earlier so you can start working together much earlier in the year.
- **Simpler paperwork** – we've reduced paperwork, combined documents and removed repetitive signatures so you can spend less time on admin.
- **Improved sampling** – we'll provide sampling for every programme so you receive early feedback on your samples and be confident in the new standard.

Watch our short video, Supporting BTEC Assessment Teams, summarising all the improvements we've made.

Or, if you prefer, go to quals.pearson.com/BTECAdminGuide for more information.

Support summary

The following shows the range of support and resources available to help delivery of your BTEC Nationals.

Resources available for each sector may differ so please **see web page** for up-to-date information around what's available for your subject area or see pages 13 and 17 of this guide.

Plan

Get to know your course

- Specifications
- Sample Assessment Materials
- Delivery guides
- Course guides.

Plan your course

- myBTEC course builder and planning tool
- Delivery guides
- Authorised Assignment Briefs
- Getting Ready to Teach events.

Recruit and prepare learners

- Free skills for learning and work activity sheets.

Teach

Gather your FREE teaching resources

- Delivery guides
- Schemes of Work
- Skills for learning and work activity sheets.

Attend FREE training events

- Face-to-face training events
- Online training events.

Paid-for resources

See pages 13 and 17 of this guide for details of published materials or visit www.pearsonfe.co.uk/BTECNats16and17Guide

Assess & Track

Examine the guidance

- Quality Assurance guides
- Standards Verifier and Quality Review visits
- Assessment and assignment writing, and Standardisation training.

Collect examples of the standard

- Authorised Assignment Briefs
- Specimen papers, tasks and sample marked learner work.

Gather assessment templates and tools

- myBTEC assignment briefs and progress tracking.

Develop

Develop your expertise

- Launch events
- Getting Ready to Teach Events.

Find out more

quals.pearson.com/BTECNats16and17Guide



Your next Steps

1. Download your specifications and sample assessment materials at:
quals.pearson.com/BTECNats16and17Guide
2. Browse our FREE resources
3. Order your paid-for resources at:
www.pearsonfe.co.uk/BTECNats16and17Guide

Stay in touch

Sign up for updates at **quals.pearson.com/BTECNats16UpdateGuide** and we'll keep you up-to-date with the latest news.

 Follow us on twitter

@teachBTEC

#ichooseBTEC

Talk to us

For help and advice about your new qualifications and free resources contact our Subject Advisor for Business:

Colin Leith

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 @PearsonEconBus

