**Part B Revision tips:**

1. Make sure you have a good understanding of the choices of media, and how much they cost and how to use them effectively in combinations in a campaign e.g. how could you combine them for a campaign with a budget of £70,000? What about a budget of £300,000? This research can be done now, regardless of what comes up in the assessment. Aim for a timescale of 3-6months, unless another timescale is more appropriate.

1. Competitor based pricing is the default position for an existing market, unless the product is differentiated niche market (high tech or luxury = skimming), the business wants to gain market share fast and has significant financial support (penetration) or you are told they need to make a certain amount of profit (cost plus).
2. Research UK population statistics, with demographic breakdown to

a) give you ideas of potential customer bases and

b) get familiar with where there info can be found.

1. Over Easter, immerse yourself in marketing campaigns, using links on GOL as a start