

# Pearson BTEC Level 3 Nationals

## April 2019

Paper Reference **31489H**

## **Business/Enterprise and Entrepreneurship**

### **Unit 2: Developing a Marketing Campaign**

**Part A**

**You must have:**

Calculator, note paper and pen

### Instructions

- **Part A** contains material for the completion of the preparatory work for the set task.
- **Part A** is issued to learners 2 weeks before **Part B** is scheduled. Learners are advised to spend no more than 6 hours on **Part A**.
- **Part A** must be issued to learners on the timetabled date so that learners can prepare in the way specified.
- **Part A** is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- **Part A** should not be returned to Pearson.
- **Part B** materials must be issued to learners during the period specified by Pearson.

Turn over ►

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## Instructions to Teachers/Tutors

This paper must be read in conjunction with the unit information in the specification and the *BTEC Nationals Instructions for Conducting External Assessments (ICEA)* document. See the Pearson website for details.

Learners should undertake independent research on the context given in this **Part A** paper.

Learners are expected to spend approximately six hours on **Part A**.

Centres must issue this booklet at the appropriate time and advise learners of the timetabled sessions during which they can prepare. It is expected that scheduled lessons or other timetabled slots will be used for some or all of the preparation.

Learners may prepare summary notes on their research findings. Learners may take up to six sides of A4 notes of this type into the supervised assessment (**Part B**). Learner notes should include facts and figures relating to organisations, such as the products they offer and the ways they use the marketing mix in their promotional campaigns.

Learner notes must not include any analysis or evaluation of their research findings. Notes should not include any pre-prepared promotional plans.

Teachers/Tutors must not give any support or additional resources to learners during **Part A**. The work must be completed independently by the learner.

The supervised assessment will take place in a timetabled period specified by Pearson. Centres should schedule all learners at the same time or supervise cohorts to ensure there is no opportunity for collusion.

Refer carefully to the instructions in this paper and the *BTEC Nationals Instructions for Conducting External Assessments (ICEA)* document to ensure that the preparatory period is conducted correctly and that learners have completed their preparation validly and independently.

All learner notes must be retained securely by the centre after **Part B** and may be requested by Pearson if there is suspected malpractice.

## Instructions for Learners

Read the Set Task Brief carefully.

This contains the information you need to prepare for the set task.

In **Part B** you will be given a scenario. Use this **Part A** booklet to prepare by relating your learning to the specific information given.

You will then be given the set task to complete under supervised conditions.

You must work independently and must not share your work with other learners.

Your teacher/tutor may give guidance on when you can complete the preparation.

Your teacher/tutor cannot give you feedback during the preparation period.

### Set Task Brief

You have been asked to write a proposal for a marketing campaign for a business called *Starlight Classics* that runs pop-up cinema events.

The business owners want to maximise their revenues.

You are required to independently research and analyse the market for pop-up cinema events in the UK.

Your research should include primary and secondary data relating to:

- competitors
- market size, share and structure
- target market
- trends
- external influences.

You should research at least one marketing campaign related to the market for pop-up cinema events. You may wish to consider researching weekly/monthly marketing journals, marketing and/or advertising agency websites, business consultancies, and more general business sources.

Your research should include:

- costs
- timescale
- media used
- message communicated
- marketing mix
- appropriateness of the campaign.

You should take into consideration the validity and reliability of the data that you collect.

You do **not** have to produce the promotional materials.

You are allowed a maximum of six sides of A4 of your individually prepared notes to support you during the **Part B** supervised assessment.