

YEAR 12 BTEC Business Extended Certificate Level 3 – 2019-2020

HT 1 (3rd September – Friday 25 th October, 2019 - 8 weeks)								HOLIDAY	HT 2
Wk1	Wk2	Wk3	Wk4	Wk5	Wk6	Wk7	Wk8		Wk9
UNIT 2- A1 The role of marketing			UNIT 2 – A2 Influences of marketing activity			UNIT 2 - B2 Purpose of researching information to identify the needs and wants of customers			UNIT 2 - B2
UNIT 1 Exploring Business Learning Aim A1 Business Features				STAR	UNIT 1 Exploring Business Learning Aim A2 Stakeholders				UNIT 1 A3 Communication
HT 2 (4 th November – 20 th December 2019 - 7 weeks)						HOLIDAY		HT 3	
Wk10	Wk11	Wk12	Wk13	Wk14	Wk15	HOLIDAY		Wk16	Wk17
UNIT 2 B3 Developing the rationale			LC1	UNIT 2 C1 Marketing campaign activity		HOLIDAY		UNIT 2 C1 Marketing campaign activity	
UNIT 1 Exploring Business L.A. A3 Communication		UNIT 1 Exploring Business Learning Aim B1 Structure			STAR	UNIT 1 B2 Aims and objectives		UNIT 1 Exploring Business Learning Aim B2 Aims and objectives	
HT 3 (6 th January – 14 th February 2020 - 6 weeks)				HOLIDAY	HT 4 (24 th February – 3rd April 2019 - 6 weeks)				
Wk18	Wk19	Wk20	Wk21	HOLIDAY	Wk22	Wk23	Wk24	Wk25	Wk26
UNIT 2 C2 Marketing mix			UNIT 2 C3	HOLIDAY	UNIT 2 C3	Trial Unit 2 exam	UNIT 2 C3	LC2	UNIT 2 C4 Appropriateness of Marketing campaign
UNIT 1 AB Deadline	UNIT 1 C1 External environment			STAR	UNIT 1 C2 Internal environment	STAR	UNIT 1 C2 Internal environment	UNIT 1 C3 Competitive environment	
HT 4	HOLIDAY			HT 5 (20 th April – 22nd May 2020 - 5 weeks)					HT 6
Wk27	HOLIDAY			Wk28	Wk29	Wk30	Wk31	Wk32	Wk33
UNIT 2 C4	HOLIDAY			UNIT 2 C4	UNIT 2 PRE Release and Exam			LC3	UNIT 1 L.A. E1
UNIT 1 C3	HOLIDAY			UNIT 1 C3	UNIT 1 C4 Situational analysis			UNIT 1 D1	UNIT 1 D1
HT 6 (1st June – 17 th July 2020 - 7 weeks)					What does this year contribute towards? Year 1 of the Level 3 BTEC course. Completing Unit 1 and Unit 2				
Wk34	Wk35	Wk36	Wk37	Wk38	Wk39	LC4			
STAR	UNIT 1 L.A. E1		UNIT 1 L.A. E2		UNIT 1 CD and E Deadline				
UNIT 1 D2 Relationship between demand, supply and price			UNIT 1 D3 Pricing and output decisions						