

Year 13 Btec Business L3 (National Extended Certificate) Long-Term Plan - 2026/7

Curriculum Aim

To develop students' understanding of marketing, recruitment and organisational practice, enabling them to apply business concepts to authentic business scenarios, evaluate business decisions, and develop the knowledge, skills and behaviours required for higher education, apprenticeships and employment.

Rationale of sequencing

The curriculum is sequenced to prioritise the externally assessed **Unit 2: Developing a Marketing Campaign** from September to January. This enables students to develop a secure understanding of market research, customer needs, marketing objectives and the marketing mix before completing the external assessment. Following the examination, students focus on **Unit 8: Recruitment and Selection Process**, applying their understanding of business operations and organisational objectives to produce high-quality coursework. This sequence allows students to dedicate sufficient time to planning, researching and completing the internally assessed assignment while building on the business knowledge developed in Year 12.

Overview

In Year 13, students study **Unit 2: Developing a Marketing Campaign** and **Unit 8: Recruitment and Selection Process**. They begin by exploring how businesses identify customer needs, conduct market research and develop effective marketing campaigns to meet organisational objectives. Following the external assessment, students examine the recruitment and selection process, considering how businesses attract, recruit and retain employees while complying with legal and ethical requirements. Throughout the year, students apply business theory to real organisations, strengthening their analytical, evaluative, research, presentation and communication skills through a combination of external assessment and internally assessed coursework. By the end of Year 13, students will have developed a comprehensive understanding of key business functions and the practical skills needed for progression to higher education, apprenticeships or employment.

Term	Focus / Topic	Knowledge & skills	Assessment
Autumn 1	- The principles and purposes of marketing - Using information to develop the rationale for a marketing campaign	- Principles and purpose of marketing - Marketing aims and objectives - mass/niche marketing - Market segmentation - Branding - Part A exam technique - Decreal Gear practice - Beanstreet Bistro practice - Primary research - Secondary research - Sampling	Assessment week - Part A Assessment (34 marks)

		• Reliability and validity • Swot analysis • Pestle analysis • Product life cycle • Marketing mix	
Autumn 2	• Planning and developing a marketing campaign	• Part B exam technique • Content of the marketing message • Selection of an appropriate marketing mix • Selection of appropriate media • Allocation of the campaign budget • Timelines for the campaign, including monitoring • How the campaign is to be evaluated • Wholly nutritious practice case study	Part B - Assessment (36 marks) November PPE - practice Skatepark case study.
Spring 1	• How effective recruitment and selection contribute to business success.	• Final practice exam • Marketing campaign final technique • Reasons for recruiting staff • Workforce planning • Job centres • Agencies • Internal and external recruitment	Unit 2 exam (Jan) Learning Aim A deadline
Spring 2	• Recruitment and selection process • Undertake a recruitment activity to demonstrate the processes leading to a successful job offer	• Job adverts • Job analysis • Job description • Person specification • CV • Letter of application • Employment legislation • Interview process • Swot analysis and action plan	Learning Aim B & C deadline

Summer 1	Exam preparation for re-takes.	● Retake unit 3/unit 2	