



CAMBRIDGE TECHNICAL

Certificate in Business



Cardinal
Newman
CATHOLIC SCHOOL



This course allows you to gain practical experience which gives you confidence and a competitive edge in the business sector. You will develop many skills such as presentation, problem solving, researching, independent study, referencing and time management all of which will give you a head start for both university and work.

Please complete our transition task by your first lesson back in September. Bring a hard copy of this plan and printed supporting PPT to lesson.

Should you require any help or if you have any questions then please contact the Applied Business curriculum leader: lpeters@cardinalnewmanschool.net

COMPULSORY TRANSITION TASK

Devise a marketing campaign for a **current** product (good or service) of an **existing** business by completing the following plan of Marketing campaign steps:

Work must be planned using the template on the next page and supported by a **printed PPT presentation** (Title slide and one slide for each section so eight slides in total).

Success criteria

- Apply **original** business ideas
- Use business terms from plan

Want a challenge?

Your marketing campaign's success may be under threat by external factors. Your business cannot control these, only respond. What is the biggest external threat to your marketing campaign? E.g. political; economic; social; technological; legislation; environmental or competitors.

Choose one external threat from above. Write your answer in approx. 100 words and display on an additional slide before the conclusion.

Answer template:

- One major external threat is...
- This could affect the campaign because...
- The business could respond by...

Resource for inspiration:

[The best creative marketing campaigns and advertising of 2025 | SURE!](#)

Marketing campaign PPT Plan template

Slide 1: Title

Title page template

- Marketing campaign for _____ (business and product)
- Your name

Slide 2: Choose Your Business and Product

- Business name: _____
- Product (Good/service): _____
- What does this product do? _____

Slide 3: Objectives

👉 What do you want your campaign to achieve?

Tick ideas

- Increase sales
- Attract new customers
- Raise brand awareness
- Launch a new product

Slide 4: Unique Selling Point (USP)

👉 What makes your product different?

Consider:

- Price
- Quality
- Features
- Brand reputation
- The USP of this product is _____
- This is different from competitors such as _____ because _____

Slide 5: Target Market

👉 Who are you selling to? Be specific!

Complete the profile:

- Age: _____
- Gender: _____
- Income level: _____
- Interests: _____

Slide 6: Distribution (Place)

👉 How will customers buy the product?

Tick ideas:

- Online (website/app)
- Physical shop
- Both

Slide 7: Promotion (Advertising & Persuasion)

👉 How will you promote your product?

Choose at least TWO:

- Social media
- TV/online adverts
- Influencers
- Discounts/offers
- Email marketing

Slide 8: Conclusion (Evaluation)

👉 Why will your campaign be successful?

Sentence template:

- Overall, this campaign will be successful because _____