



# BUSINESS CAMBRIDGE TECHNICAL DIPLOMA



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.

Should you require any help or if you have any questions then please contact the Applied Business leader: [lpeters@cardinalnewmanschool.net](mailto:lpeters@cardinalnewmanschool.net)

## COMPULSORY TRANSITION TASK

Devise a marketing campaign for a **current** product (good or service) of an **existing** business (approx. 500 words). Marketing campaign sub headings:

1. **Main aims and objectives:** The main aims and objectives of the campaign e.g. what do you want to achieve? (increased sales, target new customers, launch new product etc.)
2. **Unique Selling Point (USP)** of the product. What makes your product stand out from others on the market?
3. **Target market:** Who are you selling the product to?
4. **Distribution:** What channels will you use to sell the product e.g. physical, online or both
5. **Promotion:** How will potential customers be informed of the product? How will you persuade them to buy? e.g. advertising, product placement, public relations etc.
6. **Conclusion:** Why will your marketing campaign be a success?

Work must be **hand written** on A4 and supported by a **printed PPT presentation** (Title slide and one slide for each sub heading so seven slides in total).

### Success criteria

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

### 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.

Write your answer in approx. 100 words, giving clear reasons for your choice. Support with own research.

Resources:

[The best marketing campaigns of 2022: Part 1 \(marketingweek.com\)](https://www.marketingweek.com)

[The best marketing campaigns of 2022: Part 2 \(marketingweek.com\)](https://www.marketingweek.com)