

## Personalised Learning Checklist

Subject: BTEC Level 3 Business

Year group: 13

Term 2: Unit 2



Objective	My personal RAG rating (Red- do not understand, Amber- some understanding, Green- I am confident)			Teacher RAG rating
<b>Unit 2:</b>				
Purpose of marketing	RED	AMBER	GREEN	
Marketing objectives	RED	AMBER	GREEN	
Types of markets- mass/niche	RED	AMBER	GREEN	
Market Segmentation	RED	AMBER	GREEN	
Branding	RED	AMBER	GREEN	
Market Research	RED	AMBER	GREEN	
Justification and Validation of Research	RED	AMBER	GREEN	
PESTLE factors affecting marketing	RED	AMBER	GREEN	
SWOT factors affecting marketing	RED	AMBER	GREEN	
Product in the Marketing Mix	RED	AMBER	GREEN	
Price in the marketing mix	RED	AMBER	GREEN	
Promotion in the Marketing Mix	RED	AMBER	GREEN	
Place in the marketing mix	RED	AMBER	GREEN	
Additional 3P's in the Mix	RED	AMBER	GREEN	
Marketing Message	RED	AMBER	GREEN	
Budgets	RED	AMBER	GREEN	
Timescales	RED	AMBER	GREEN	
Producing a Report	RED	AMBER	GREEN	