**Year 12 Transition Task – BTEC National Diploma in Business (Double)**

**Task 1: In order to prepare for year 12, research and write a brief report explaining the following:**

**>** What is marketing?  
**>** Define the 4ps of the marketing mix.  
**>** What is digital marketing?  
**>** How does digital marketing differ from traditional marketing?

After carrying out your research what are your thoughts on the following question: ‘*Which is more important now and in the future, traditional or digital marketing?’* Explain your thoughts using your research*.*

**Task 2: Research and complete the glossary below to help you prepare for the language you will need to know and use in year 12:** (scroll to next page)

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| **Terminology** | **Meaning** |
| **Lead Generation** |  |
| **Brand Awareness** |  |
| **Brand Recognition** |  |
| **Brand Loyalty** |  |
| **Search engine optimisation** |  |
| **Customer Retention** |  |
| **Content Marketing** |  |
| **Interactive Website** |  |
| **Paid Search Advertising** |  |
| **Social Media Marketing** |  |
| **Video Marketing** |  |
| **Video Blogging (Vlogging)** |  |
| **Email marketing.** |  |
| **Mobile applications (apps)** |  |
| **QR codes** |  |
| **Responsive web design.** |  |
| **Cost per mile (CPM).** |  |
| **Cost per click (CPC).** |  |
| **Cost per engagement (CPE).** |  |
| **Cost per view (CPV).** |  |
| **Fixed cost.** |  |
| **banner blindness** |  |
| **Formatting** |  |
| **targeting** |  |
| **consumer location tracking** |  |
| **display variations** |  |
| **Coverage** |  |
| **Effectiveness** |  |
| **Reach** |  |