

St Mary's CE High School Curriculum Map 2022-23



Subject: Business – Diploma (double)

Year: 12

Course intent: The qualification provides the knowledge, understanding and skills that allow learners to gain business sector experience that will prepare them for further study or training. This includes the opportunity to choose two units from a selection of options to supplement the mandatory units, which reflect the key topics in business. The content below is in addition to the content covered in the extended certificate (single) course.

Key: **Unit 5 International Business/ Unit 17 Digital Marketing**

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	Learning aim A: Explore the international context for business operations Learning aim A: Examine the role of digital marketing within the broader marketing mix	Learning aim B: Investigate the international economic environment in which business operates Learning aim A: Examine the role of digital marketing within the broader marketing mix	Learning aim C: Investigate the external factors that influence international businesses Learning aim B: Investigate the effectiveness of existing digital marketing campaigns	Learning aim D: Investigate the cultural factors that influence international businesses Learning aim B: Investigate the effectiveness of existing digital marketing campaigns	Learning aim E: Examine the strategic and operational approaches to developing international trade Learning aim C: Develop a digital marketing campaign for a selected product or brand	Unit 6: Principles of Management A The definitions and functions of management Learning aim C: Develop a digital marketing campaign for a selected product or brand
CONTENT	A1 International business A2 Financing of international business A3 Support for international business A1 Digital marketing in the marketing function A2 How the digital communication is delivered A3 Devices for displaying digital communications	B1 Globalisation B2 International trading blocs B3 Barriers to international business A1 Digital marketing in the marketing function A2 How the digital communication is delivered A3 Devices for displaying digital communications	C1 External influences C2 International business support systems B1 Digital marketing objectives B2 Digital strategies to meet target objectives	D1 Cultural factors D2 Impact of cultural factors B3 Return on investment compensation models B4 Benefits and concerns of online advertising	E1 Strategies for operating internationally E2 Resource considerations C1 Marketing planning process C2 Integration in the wider marketing and promotional mix	A1 Definitions of management and leadership A2 Functions of management and leadership A3 Business culture C1 Marketing planning process C2 Integration in the wider marketing and promotional mix
Skills	Decision making, creativity, investigating and research, critical thinking, and literacy	Decision making, creativity, investigating and research, critical thinking, and literacy	Data analysis, decision making, investigating and research, critical thinking, literacy and numeracy	Data analysis, decision making, investigating and research, critical thinking, and literacy	Data analysis, creativity, decision making, investigating and research, critical thinking, and literacy	Data analysis, decision making, investigating and research, critical thinking, literacy and numeracy

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<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Key Questions</p>	<p>What are the different types of business activity in international business? What are the reasons for conducting business internationally? What are the factors influencing the choice of market? What methods are used to finance international trade? What agencies are available to support international business? What type of support is provided for international business? What is digital marketing? How is it used as an extension of traditional marketing? What are the current trends in digital marketing? How can digital marketing be used to develop customer databases? How is digital marketing delivered? What devices are used to display digital marketing?</p>	<p>What are the main features of globalisation? What are world trade organisations? How do they support international trade? What are Customs unions and common markets? How do free-trade areas influence world trade? What are the reasons for protectionism in international markets? What are the methods for protecting markets? what are the barriers to trade? What is digital marketing? How is it used as an extension of traditional marketing? What are the current trends in digital marketing? How can digital marketing be used to develop customer databases? How is digital marketing delivered? What devices are used to display digital marketing?</p>	<p>What external factors influence international business? What is the impact of factors using situational analysis? What influence does the internet have on international business? What are the international payment methods? What are the objectives of digital marketing? Can you evaluate the digital strategies used to meet target objectives?</p>	<p>How do cultural factors influence international business? What impact do cultural factors have on international business? How can return on investment be measured? What are the benefits on online advertising? What are the concerns with online advertising?</p>	<p>What strategies are used for operating internationally? Can you explain the reason for choice of strategy? How are demands and preferences of international trade met? What resources need to be considered when developing strategies for international trade? What are the objectives of your digital advertising campaign? Who is your target market? What resources will you need to run a digital marketing campaign? How can a plan be implemented and tested? How does a digital marketing campaign integrate with the wider marketing mix and promotional mix?</p>	<p>What are the different functions of management and leadership? What are the objectives of your digital advertising campaign? Who is your target market? What resources will you need to run a digital marketing campaign? How can a plan be implemented and tested? How does a digital marketing campaign integrate with the wider marketing mix and promotional mix?</p>
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<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Assessment</p>	<p>A report that explains why two businesses operate in contrasting international markets and explains the types of finance available for international business. A report that explain the role of digital marketing as an extension of traditional marketing and the ways the messages can be delivered and an Investigation of the ways in which advertisers are targeting mobile device users.</p>	<p>A researched and written assessment that explains the main features of globalisation that affect two contrasting businesses and explores the role of trading blocs on international trade. A report that explain the role of digital marketing as an extension of traditional marketing and the ways the messages can be delivered and an Investigation of the ways in which advertisers are targeting mobile device users.</p>	<p>A researched and written assessment that explains the external factors that influence a selected business considering trading internationally and explains how business support systems enable a selected business to trade internationally. A researched and written assessment that discusses the digital strategies that a selected business uses to meet two different objectives. Including an outline different compensation models used in digital marketing, and explains the benefits of, and concerns about, digital marketing from the perspective of both the customer and the marketer.</p>	<p>An investigation and written assessment that explores the cultural differences affecting international businesses. A researched and written assessment that discusses the digital strategies that a selected business uses to meet two different objectives. Including an outline different compensation models used in digital marketing, and explains the benefits of, and concerns about, digital marketing from the perspective of both the customer and the marketer.</p>	<p>A researched and written assessment that explains how products and processes have to be adapted for international markets by a selected business. An outline for a digital marketing campaign that will create brand loyalty for a new or existing product or brand.</p>	<p>A detailed digital marketing campaign and demonstrate how it integrates into the wider marketing and promotional mix for a new or existing product or brand.</p>
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