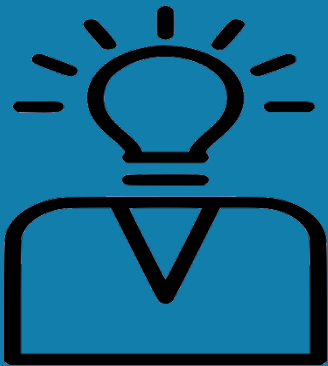


Independent Learning Guide



Business
Studies

You should be working for a minimum of **three-hours per week** per subject for independent work beyond what is set in lesson time.

Below is a list of suggested activities:

Unit 2 (Year 12)

Ensure notes are completed and filed/stored suitably in a folder or book.
Read through and highlight key information from set task A
Use reliable websites to complete your secondary research
Consider undertaking some primary research in the form of questionnaires, surveys, mystery shopping or focus groups

Aims and Objectives

- Create 3 to 4 SMART objectives for the marketing campaign – focusing on brand awareness, increasing sales/profitability, attracting customers, improving customer service or diversification. (Remember if it is a brand new product/service you cannot increase sale or customer numbers as you have nothing to increase from! In this case you will need to use different wording e.g. gain 200 new customers or achieve 5% market share).
- Ensure that you can measure your objectives e.g. increase brand awareness by 10% is not measurable!
- JAM your SMART objectives:
 - Justify why the SMART objective is important for the business
 - Analyse how the objective links to the information in Part B and what this might lead to.
 - Make reference to your own research to back up why this is

Use the following resources to support your independent study:

www.bbc.com/news
www.mintel.com

