



Term	Date	Focus	Summary	Learning Outcomes
Term 2	02/01/23	Business Structures	Business Classification	External Environment Critical analysis Report
	09/01/23		Business Aims	
	16/01/23		Business Objectives SMART	
	23/01/23		Internal Stakeholder	
	30/01/23		External Stakeholders	
	06/02/23			
	13/02/23			
	20/02/23	Marketing Campaign	Principles of Marketing the 4 Ps	Use different models and tools to Explore approaches to product marketing nationally and internationally
	27/02/23		Price	
	06/03/23		Product	
	13/03/23		Place	
	20/03/23		Promotion	