



Term	Date	Focus	Summary	Learning Outcomes
	27/03/23			
Term 3	10/04/23	Research and plan a marketing campaign - Consumers	Target Market	Develop a plan for a marketing campaign for a new product
	17/04/23		Market Segmentation	
	24/04/23		Consumer Behavior	
	01/05/23		Market Research	
	08/05/23			
	15/05/23			
	22/05/23			
	29/05/23			
	05/06/23			
	12/06/23			
	19/06/23			
	26/06/23			
03/07/23				