


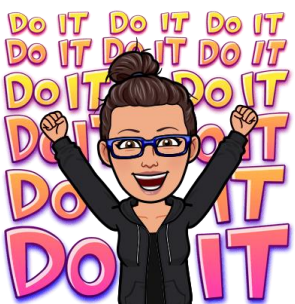


L3 Btec Extended Certificate – Business Studies

In level 3 Business you are completing an extended certificate. You will complete four units including two which are internally assessed with assignments, and two which are external exam based. One exam will be in year 1, and the second in year 2. The units include looking at the business environment, marketing, recruitment and selection, and finally personal and business finance.

The following tasks will take you approx. 15 hours and are due for submission Sept 1st 2020.

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| <p style="text-align: center;">Read</p>  | <p>Read the following and highlight key terms throughout to create a key terms list:</p> <p>http://werk-economie-emploi.brussels/en/determine-the-size-of-your-business https://blog.payoneer.com/e-sellers/industry-tips-sellers/6-reasons-selling-internationally/ https://blog.hootsuite.com/target-market/ https://www.copper.com/blog/customer-marketing</p> |
| <p style="text-align: center;">Watch</p>  | <p>Watch the following and make notes on the important information:</p> <p>https://www.youtube.com/watch?time_continue=3&v=X8JO5sLe-4k&feature=emb_logo https://www.youtube.com/watch?v=Y2jyjfc1as https://www.youtube.com/watch?v=G0dzLanYW1E</p> |
| <p style="text-align: center;">Listen</p>  | <p>Listen to the following and make notes on the important information:</p> <p>https://www.bbc.co.uk/programmes/p002vsxs/episodes/downloads https://www.bbc.co.uk/programmes/b006sz6t/episodes/downloads https://www.bbc.co.uk/programmes/p02nrwfk/episodes/downloads</p> |
| <p style="text-align: center;">Activity</p>  | <p>Research a range of businesses including local, national and international organisations.</p> <p>Identify the target market – the types of customers these businesses have, and create a ‘Typical customer’ using images and words if you can.</p> <p>Highlight how the businesses differentiate their offerings depending on their target customer.</p> <p>Find examples of how these businesses products and services are marketed to their target market, with a focus on meeting the needs of the consumer. i.e. location of advert, special offers etc.</p> |