

Cambridge **TECHNICALS LEVEL 3**

BUSINESS

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TECHNICALS
2016

A PROJECT APPROACH TO DELIVERY –
MARKETING A NEW VISITOR ATTRACTION
FOR ALTON TOWERS RESORT

Version 1



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INTRODUCTION

The purpose of this guide is to give you an overview of how you could holistically deliver a range of units from Cambridge Technicals in Business Level 3 in conjunction with Alton Towers Resort

Link to qualification: <http://www.ocr.org.uk/qualifications/vocational-education-and-skills/cambridge-technicals-business-level-3-certificate-extended-certificate-foundation-diploma-diploma-05834-05837-2016-suite/>

When delivering any qualification it is always useful to be able to look at the full range of units selected and consider how they are or could be linked together – a holistic approach.

A holistic approach will provide you with a structured plan to teach the learners how a range of topics work together across a number of units, providing them with some understanding of how skills and knowledge link together in a working environment.

Please note that this Project Approach MUST not be used directly for assessment purposes. It is intended to support the teaching and learning of the units specified.



THIS PROJECT APPROACH ENABLES THE DELIVERY AND FACILITATION OF LEARNING OF THE FOLLOWING UNITS:

Unit	LO	
Unit 5	Marketing and market research	LO1 Understand the role of marketing in businesses
		LO2 Know the constraints on marketing
		LO3 Be able to carry out market research for business opportunities
		LO4 Be able to validate and present market research findings
Unit 6	Marketing strategy	LO1 Understand the purpose of marketing strategies
		LO2 Understand factors influencing marketing strategies
		LO3 Understand digital marketing
		LO4 Know what benefits branding can generate for businesses
		LO5 Be able to use business tools to propose marketing strategies
Unit 7	Marketing campaign	LO1 Understand the purpose of marketing campaigns
		LO2 Understand the elements of the marketing mix
		LO3 Understand how digital marketing is used and the impact it has on businesses and their customers
		LO4 Understand the role of Public Relations (PR), advertising and digital marketing agencies in business
		LO5 Be able to plan marketing campaigns
		LO6 Be able to pitch planned marketing campaigns

The intention is that the learners will be taught a range of knowledge and skills within each of the units and then carry out relevant review activities at various stages. Each of the review activities (once successfully completed by the learner) will provide all the required underpinning knowledge for their final assessment.

The practice review activities within the modules must not be used for final assessment purposes of Cambridge Technicals in Business Level 3.

Model assignments for each of the mandatory internally assessed units (Units 4, 5, 6, 7, 16 and 22) for Cambridge Technicals in Business Level 3 can be found at <http://www.ocr.org.uk/qualifications/vocational-education-and-skills/cambridge-technicals-business-level-3-certificate-extended-certificate-foundation-diploma-diploma-05834-05837-2016-suite/>

It is assumed that the learners will be given the opportunity to carry out activities that will enable them to practice the skills they have learned within each module prior to being given final assessment activities.

When considering a holistic approach or project approach to delivery and learning it is important to consider the overall objectives. In this guide the objectives are to:

- Deliver three units of the Cambridge Technicals in Business Level 3
- Structure a programme of learning and reviews which is exciting and engaging for learners
- Provide learners with an overview of how the knowledge and skills gained in one unit, support the knowledge and skills used within other units
- Provides the learners with an opportunity to consider how they would use their social and communication skills holistically within the working environment.



A WORD ABOUT ALTON TOWERS RESORT

This project approach has been developed in partnership with, and is supported by Alton Towers Resort.

As part of Merlin Entertainments PLC Alton Towers Resort is part of a large family of visitor attractions. Set in the heart of Staffordshire, the Alton Towers Resort consists of a world-class Theme Park, two fully themed Hotels, an Enchanted Village featuring luxury treehouses, Woodland Lodges and Tree Top Quest high ropes course, Extraordinary Golf, a tropical and wonderful Waterpark and a tranquil Spa. In addition to corporate events, special seasonal events, such as the Halloween Scarefest, are held throughout the year, culminating with an end of the season firework display. It's no wonder that the Alton Towers Resort is one of the UK's top five tourist attractions.

Being a top tourist attraction doesn't just happen, and marketing such a range of products and services is complex; there are a number of target audiences to consider, from families with small children to corporate events, with a need to balance the requirements of each and every group. Then there is the combination of media to be selected in order to ensure that the right message is getting through to the intended target audience, not to mention the ongoing engagement through social media. The creation of a clear marketing strategy, which can then be used to inform detailed planning, is crucial if effective campaigns are to be put in place, and the desired outcomes achieved.

For a number of years educational visits to Alton Towers Resort have challenged, enthused and provided the thrill of practical learning, first hand, reflecting our commitment to education. We are very aware that as the leisure industry grows the skills demanded of those that work in it will continue to increase, and it is for that reason we were delighted to be approached by OCR to help with the development of their 2016 Cambridge Technical in Business.

This project is one output from that collaborative work and provides an insight into the marketing activity behind the launch of Galactica, the world's first rollercoaster fully dedicated to virtual reality. A look through our accompanying press releases and advertisements can be used to show the build-up to the launch date through engagement with Chris Hadfield, a Canadian astronaut who has commanded the International Space Station. Using these materials as inspiration, the project requires market research to be undertaken in order to inform, plan and pitch a marketing campaign for a new attraction.

Of course, the availability of an educational talk on Marketing at our onsite Education Centre provides a perfect opportunity to enjoy a fun educational visit at our award winning theme park!



ABOUT THE MODULES AND ACTIVITIES

The guide is divided into four modules which may be sub-divided or combined according to the teaching time available.

The tables below show where each of the modules in this project provides delivery approaches and learning opportunities to ensure a thorough review of skills and understanding, prior to final assessment and evidencing by the learner.

Please note that should assessment be presented in a similar holistic way, learners must be able to present clearly mapped evidence for each of the centre-assessed units (5, 6 and 7).

BY UNIT/LEARNING OUTCOME (LO)

	LO1	LO2	LO3	LO4	LO5	LO6
Unit 5	Module 1 Activities 1-3 Module 1 Activity 6 Module 3 Activity 2	Module 1 Activity 5 Module 4 Activity 2	Module 2 Activities 1-3	Module 2 Activities 4-6		
Unit 6	Module 1 Activity 4 Module 3 Activities 1-2 Module 3 Activity 4 Module 4 Activity 1	Module 3 Activity 4	Module 1 Activity 7	Module 1 Activity 7	Module 3 Activity 3	
Unit 7	Module 1 Activity 4 Module 4 Activity 1	Module 4 Activity 2	Module 4 Activities 2-3	Module 1 Activity 4 Module 4 Activity 4	Module 4 Activity 4	Module 4 Activity 5

BY MODULE

	Unit	LO
Module 1	Unit 5	LO1 Activities 1-3 LO1 Activity 6 LO2 Activity 5
	Unit 6	LO1 Activity 4 LO3 Activity 7 LO4 Activity 7
	Unit 7	LO1 Activity 4 LO4 Activity 4
Module 2	Unit 5	LO3 Activities 1-3 LO4 Activities 4-6
Module 3	Unit 5	LO1 Activity 2
	Unit 6	LO1 Activities 1-2 LO4 Activity 4 LO2 Activity 4
Module 4	Unit 5	LO2 Activity 2
	Unit 6	LO1 Activity 1
	Unit 7	LO1 Activity 1 LO2 Activity 2 LO3 Activities 2-3 LO4 Activity 4 LO5 Activity 4 LO6 Activity 5

Where possible this Project Approach would benefit from practical activities with the intention that learners undertake market research in order to produce a coherent marketing campaign that is part of an identified marketing strategy.



ASSESSMENT OF UNITS

This project provides opportunities to produce evidence to meet the assessment criteria of Units 5, 6 and 7.

This is summarised in the table above which indicates how each Module and Activity provides an opportunity for additional separate evidence for each unit. Completion of the modules does not guarantee all criteria have been met; this is entirely dependent on the quality of the evidence produced.

This project approach should be read in conjunction with the published grading criteria in the Unit documents.



DELIVERING THE PROJECT HOLISTICALLY



This Project Approach provides a direct opportunity to deliver the following Marketing units holistically:

- Unit 5 Marketing and market research
- Unit 6 Marketing strategy
- Unit 7 Marketing campaigns

It also provides opportunities to include further units into its synoptic delivery including, but not limited to:

- Unit 1 The business environment
- Unit 2 Working in business
- Unit 3 Business decisions
- Unit 4 Customers and communication
- Unit 11 Accounting concepts
- Unit 12 Financial accounting
- Unit 13 Management accounting
- Unit 15 Change management
- Unit 16 Principles of project management
- Unit 17 Responsible business practices
- Unit 19 International business
- Unit 21 Being entrepreneurial – evaluating viable opportunities
- Unit 22 Delivering a business project

THE PROJECT BRIEF: MARKETING A NEW VISITOR ATTRACTION

The learner version of the Project Brief is available from <http://www.ocr.org.uk/qualifications/vocational-education-and-skills/cambridge-technicals-business-level-3-certificate-extended-certificate-foundation-diploma-diploma-05834-05837-2016-suite/>

Successful marketing is essential if a business is to survive in a very competitive business world. It's not something that just happens though; it takes careful planning to ensure that the right customers are targeted, and that the marketing activities are co-ordinated in a way that sends out a consistent message and raises awareness of a brand.

Home to the UK's favourite theme park with pure adrenalin-pumping thrill rides, the Alton Towers Resort is owned by the Merlin Entertainments PLC, and has grown to become a top UK tourist destination for both days out and short breaks.

This has been achieved by consistently investing in the Resort to meet and exceed customer expectations. The result is a resort that offers something for a wide age-range; from the recently added CBeebies Land to the world's first rollercoaster entirely dedicated to virtual reality; Galactica.

In order to maintain their position as the top tourist destination the Alton Towers Resort is planning the next new visitor attraction, and would like market research to be carried out in order to inform a marketing strategy for the new visitor attraction. This should then enable a marketing campaign to be planned and presented for approval.

Learner tasks are to:

- Undertake market research into the UK Theme Park market
- Create a marketing strategy to support the launch of a new visitor attraction
- Propose a coherent marketing campaign for the launch of a new visitor attraction

In order to do this, they will need to:

- Undertake market research using appropriate methods
- Analyse market research results
- Investigate the purpose of market strategies
- Develop a marketing strategy using appropriate tools
- Plan a marketing campaign
- Pitch a proposal for a marketing campaign

This work can be undertaken as an individual or within a team. If working within a team learners are expected to contribute to each of the areas (and be able to evidence this contribution) in order to gain the experience and knowledge required to successfully complete the Cambridge Technicals in Business Level 3.



MODULE 1



INVESTIGATING A MARKETING CAMPAIGN

The delivery begins with Unit 5 (LO1, LO2) and introducing aspects of Unit 6 (LO1, LO3, LO4) and Unit 7 (LO1, LO4).

Before learners can begin to develop a marketing campaign they first need to have a good understanding of the role of marketing in businesses. This will include:

- The role of the marketing function
- How a market can be analysed
- How the impact of marketing can be measured.

Learners will then move on to consider a marketing campaign used by Alton Towers Resort, in order to introduce the ideas of marketing strategies and campaigns.

Contained within the following assessment criteria/LO(s)/Units:

Learning Outcome	LO number	Unit number
Understand the role of marketing in businesses	LO1	Unit 5
Know the constraints on marketing	LO2	Unit 5
Understand the purpose of marketing strategies	LO1	Unit 6
Understand digital marketing	LO3	Unit 6
Know what benefits branding can generate for businesses	LO4	Unit 6
Understand the purpose of marketing campaigns	LO1	Unit 7

During the delivery of the units, the learners should carry out a range of activities to demonstrate and check their knowledge and understanding. They should also undertake review activities as they work through the programme of learning.

PRACTICE REVIEW ACTIVITIES FOR MODULE 1

ACTIVITY 1

Learners could begin by gaining some background information about both the Merlin Group (<http://merlinentertainments.biz/91F94D8A-1DB1-4EA7-8DB4-7DC787F18265.CFILE>) and Alton Towers Resort (http://www2.altontowers.com/uploadedFiles/Page_Content/Press_Centre/2015-press-pack.pdf) before investigating the structure of the UK Theme Park Market.

They could use the Visit Britain website (<https://www.visitbritain.org/inbound-research-insights>) to obtain data about the value of the market and the number of visitors to theme parks in the UK.

ACTIVITY 2

Learners could develop their investigation further by producing a marketing map that identifies the main theme parks, and their position in the market. The following articles may provide a starting point (<http://www.campaignlive.co.uk/article/998079/sector-insight-uk-theme-parks>) and <http://www.iaapa.org/docs/default-source/iaapa-europe/iaapa-europe-economic-impact-study-2014.pdf>

ACTIVITY 3

Learners could use the information that they have gathered to segment the UK Theme Park market. They could use a number of different techniques, such as demographic, geographic, behavioural or psychographic, and then justify which would be the most appropriate for the Alton Towers Resort to use.

They should consider both consumer and corporate market segments (see http://events.altontowers.com/conferences-and-events/?_ga=1.35604454.652206451.1466504851 for the corporate events section of the Alton Towers Resort website, whilst their corporate brochure can be found at http://events.altontowers.com/uploadedFiles/Page_Content/Corporate/Useful_information/Conference-Inserts-low-res.pdf).

An example of marketing activity in the corporate sector can be seen at <http://www.incentivetravel.co.uk/news/venueevents/33609-alton-towers-scare-mazes-available-for-exclusive-corporate-hire-this-halloween>

ACTIVITY 4

Learners could investigate the recent marketing campaign used by Alton Towers to promote the launch of their new visitor attraction Galactica. They could use the TV advertisement that was used at the launch (https://www.youtube.com/watch?v=cy0mTwuMu_0) to identify whether this would appeal to the suggested market segment, and to consider the possible objectives that the Alton Towers Resort might have set the advertising agency commissioned to produce it.

They could also explore the role of an advertising agency who might be commissioned to produce such an advert.

ACTIVITY 5

Learners could investigate the constraints on marketing activities. They could consider both the internal constraints (e.g. deadlines, budgets), as well as external constraints.

They could investigate the role of the Advertising Standards Authority (<https://www.asa.org.uk/>) and consider some of their recent rulings (<https://www.asa.org.uk/Rulings/Adjudications.aspx>) perhaps focusing on those that have had complaints upheld against them.

ACTIVITY 6

Learners could then analyse the measures that the Alton Towers Resort might use to judge the success of the promotional campaign for the launch of Galactica. It might be useful to visit the promotional website for Galactica (<https://www.galacticatours.com/>) and the use of Chris Hadfield at the launch event (See http://www2.altontowers.com/uploadedFiles/Page_Content/Press_Centre/Press_Releases/Chris-Hadfield-Galactica.pdf).

It might also be useful to refer to other press releases issued at the time of launch (<http://www2.altontowers.com/press-centre/press-releases/>), as well as the social media accounts of Alton Towers Resort.

ACTIVITY 7

Having analysed a range of the promotional methods used for the launch of Galactica, learners could evaluate the use of digital marketing as part of the launch campaign, and assess how consistently branding has been used across the different mediums used.

MODULE 2

UNDERTAKING MARKET RESEARCH

The delivery focuses on Unit 5 (LO3 and LO4) as learners plan and undertake further research into the UK Theme Park market by considering:

- The purpose of market research
- Methods of market research
- How to carry out market research.

They will also consider:

- How to prepare, analyse and evaluate market research findings
- How to present market research findings.

Contained within the following assessment criteria/LO(s)/Units:

Learning Outcome	LO number	Unit number
Be able to carry out market research for business opportunities	LO3	Unit 5
Be able to validate and present market research findings	LO4	Unit 5

During the delivery of the units, the learners should carry out a range of activities to demonstrate and check their knowledge and understanding. They should also undertake review activities as they work through the programme of learning.



PRACTICE REVIEW ACTIVITIES FOR MODULE 2

ACTIVITY 1

In order to inform their market strategy for a new visitor attraction, learners need to continue their investigation into the UK Theme Park Market by carrying out some market research. They could identify what information they will need and decide upon the most appropriate methods and type of market research that will enable them to obtain that information. The nature of the new visitor attraction should be informed by the market research that learners undertake.

ACTIVITY 2

Learners could decide upon the most appropriate method of primary market research and then design and test how they intend to use it. They could investigate the use of sampling, and select the most appropriate method that will help them to obtain the information that they require. Learners could then undertake their primary market research.

ACTIVITY 3

Learners could select the most appropriate methods of secondary research to use in order to obtain the information they require. There are external sources of data, such as:

- The European Amusement and Theme Park Industry Report: An Assessment of Economic Impact in Figures (<http://www.iaapa.org/docs/default-source/iaapa-europe/iaapa-europe-economic-impact-study-2014.pdf>),
- The 2014 Theme Index (http://www.teaconnect.org/images/files/TEA_103_49736_150603.pdf),
- As well as articles such as “Bumpy Rides Ahead” from the Economist <http://www.economist.com/news/business/21650553-surprising-investment-boom-industry-still-not-over-last-slump-bumpy-rides-ahead>

They should gather information using their selected methods of secondary research.

ACTIVITY 4

Learners could gather and record the information that they have obtained into a suitable format. They may wish to consider the use of suitable software to help them record the information.

ACTIVITY 5

Learners could then analyse the raw data that they have collected, and start to interpret their findings. They could then assess the reliability of their findings by considering any limitations and also whether they have obtained the information that they expected.

ACTIVITY 6

Learners could draw conclusions from their market research and present their recommendations for the new visitor attraction in a suitable format. They could make use of appropriate software to present numerical information in a way that is easy for the audience to understand.

MODULE 3

DEVELOP A MARKETING STRATEGY FOR A NEW VISITOR ATTRACTION

The delivery begins with Unit 6 (LO1, LO2, LO4, LO5) whilst also using skills and knowledge from Unit 5 (LO1) to formulate a marketing strategy.

Learners will need to consider:

- Marketing objectives
- Approaches to marketing
- The different marketing strategies
- The factors that influence marketing strategies.

Learners will then compare the tools available, and use relevant ones to formulate a marketing strategy.

Contained within the following assessment criteria/LO(s)/Units:

Learning Outcome	LO number	Unit number
Understand the role of marketing in businesses	LO1	Unit 5
Understand the purpose of marketing strategies	LO1	Unit 6
Understand factors influencing marketing strategies	LO2	Unit 6
Be able to use business tools to propose marketing strategies	LO5	Unit 6

During the delivery of the units, the learners should carry out a range of activities to demonstrate and check their knowledge and understanding. They should also undertake review activities as they work through the programme of learning.



PRACTICE REVIEW ACTIVITIES FOR MODULE 3



ACTIVITY 1

Learners could set out what the objectives of their marketing strategy will be. The objectives should be Specific, Measurable, Achievable, Realistic and Timely (SMART). They could go on to outline how these objectives will influence the type of marketing strategy that they will develop. Learners could also consider how they will ensure that other target customers are not forgotten. For example, if the new visitor attraction is a thrill ride, how will their strategy ensure that families with small children are not alienated?

ACTIVITY 2

Learners could outline the approach that they intend to take with their marketing strategy (e.g. niche or mass), and explain how both their market research (Module 2) and their segmenting of the UK Theme Park Market (Module 1 Activity 3) has helped to understand the target market and inform their planning.

ACTIVITY 3

Learners could compare the business models available to them in order to develop a marketing strategy. Their comparison could include Ansoff's Matrix, the Boston Matrix, Porter's Generic Strategies, SWOT Analysis, STEEPLE Analysis and the 4P's. Learners could present their comparison in a suitable format, and then select and justify which model(s) they will use to develop a marketing strategy.

ACTIVITY 4

Learners could develop a marketing strategy that would achieve their stated objectives (Activity 1). They could consider the use of the Alton Towers Resort branding, and incorporate any digital marketing activities within their strategy. In doing so, learners could identify the factors that are likely to be most influential on their proposed marketing strategy.

MODULE 4

PLAN A MARKETING CAMPAIGN FOR A NEW VISITOR ATTRACTION

The project concludes by focusing on Unit 7 (LO1, LO2, LO3, LO4, LO5, LO6), whilst drawing on the skills and knowledge drawn from Unit 5 (LO2) and Unit 6 (LO1).

By drawing upon the market research they have carried out, and the marketing strategy they have drawn up, learners will plan a marketing campaign that could be used as part of their strategy. They will therefore consider:

- The elements of the marketing mix
- The use of digital marketing
- The role of agencies
- How to plan a marketing campaign.

Learners should then pitch their completed plan for a marketing campaign.

Contained within the following assessment criteria/LO(s)/Units:

Learning Outcome	LO number	Unit number
Understand the purpose of marketing strategies	LO1	Unit 6
Understand the purpose of marketing campaigns	LO1	Unit 7
Understand the elements of the marketing mix	LO2	Unit 7
Understand how digital marketing is used and the impact it has on businesses and their customers	LO3	Unit 7
Understand the role of Public Relations (PR) , advertising and digital marketing agencies in business	LO4	Unit 7
Be able to plan marketing campaigns	LO5	Unit 7
Be able to pitch planned marketing campaigns	LO6	Unit 7

During the delivery of the units, the learners should carry out a range of activities to demonstrate and check their knowledge and understanding. They should also undertake review activities as they work through the programme of learning.



PRACTICE REVIEW ACTIVITIES FOR MODULE 4

ACTIVITY 1

Learners could set out what the purpose of the marketing campaign is, outlining the key factors that will influence it, and how it will help to achieve the objectives of the marketing strategy that they have outlined in Module 3. Learners may want to consider using marketing trade publications to help inform their decisions, for example Campaign, (<http://www.campaignlive.co.uk/>)

ACTIVITY 2

Learners could outline how the elements of the marketing mix will be combined within their marketing campaign. They could explain how they will use a combination of product, price, place and promotion in order to produce a coherent campaign, incorporating any use of digital marketing. Learners should ensure that their plans comply with any of the constraints on marketing that they need to consider. Some example media costs can be found at <https://www.tvadvertising.co.uk/tv-advertising-costs> (TV) and <http://www.digitaladvertising.co.uk/digital-advertising-costs> (Digital).

ACTIVITY 3

Learners could consider the role that agencies, including PR, advertising and digital agencies might play in their marketing campaign. A starting point for information about agencies can be found at <http://www.campaignlive.co.uk/agency/agency-a-z>. Learners could assess the arguments for and against using agencies, and justify whether or not they will be used.

ACTIVITY 4

Learners could produce a plan for a marketing campaign by summarising the rationale for it, the decisions made, and how the campaign would be monitored and measured. They could produce a calendar to demonstrate when the bursts of activity will be taking place across all the various platforms they choose to use.

They should make reference to how the Alton Towers Resort branding would be used, as well as any use of digital marketing.

ACTIVITY 5

Learners could develop a pitch to convince the marketing team at Alton Towers that their marketing campaign would be effective in promoting the new visitor attraction. They could practice and review their pitch in order to maximise their chances of success.



OTHER RESOURCES

Below is a list of resources available from the OCR website which can support the delivery of this project.

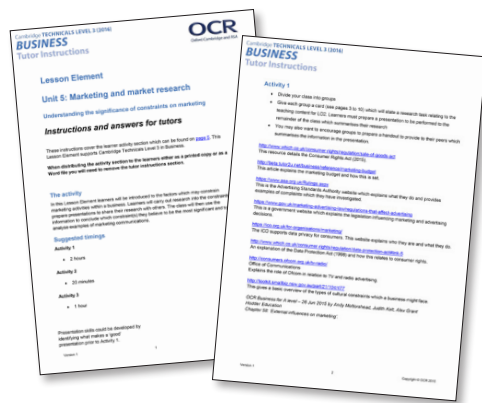
Delivery Guides

Delivery Guides contains suggestions for activities for lessons. There is a Delivery Guide for each unit, structured by learning outcome so that you can see how each activity helps learners cover the unit. We've also included links to other resources you might find useful.



Lesson Elements

There are a number of Lesson Elements for some of the units. Each Lesson Element contains fully worked-up activities with tutor instructions and answers along with learner task sheets.

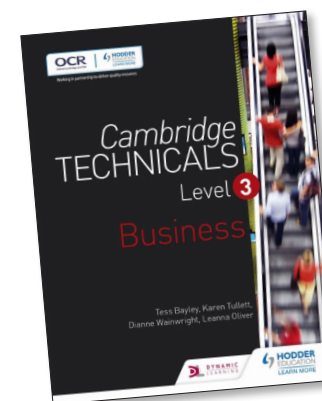


Cambridge Technicals Level 3 Business textbook

Developed in partnership with Hodder Education this book covers a range of units within this qualification.

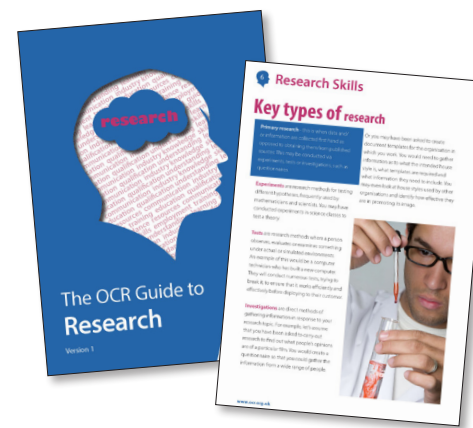
<http://www.hoddereducation.co.uk/Product/9781471874796>

Publication date: 30 Sep 2016



Skills Guides

We have produced a range of skills guides covering a variety of topics, including research, communication skills, managing projects, problem solving.



OPPORTUNITIES FOR HOLISTIC DELIVERY OF OTHER UNITS

Examples of further units from Cambridge Technicals in Business that could be integrated holistically into this Project Approach include those listed below.

This project approach may also be used to support the delivery of other units in the qualification.

Unit	LO	Supports delivery of
Unit 5 Marketing and Market Research	LO1 Understand the role of marketing in businesses	Unit 1 The business environment LO2 Understand how the functional areas of businesses work together to support the activities of businesses LO7 Understand why businesses plan
		Unit 3 Business decisions LO4 Understand how marketing information informs business decisions
		Unit 11 Accounting concepts LO1 Understand why businesses keep accurate accounting records
		Unit 19 International business LO2 Understand the opportunities and challenges that businesses face when operating internationally
	LO2 Know the constraints on marketing	Unit 2 Working in business LO1 Understand protocols to be followed when working in business
		Unit 17 Responsible business practices LO1 Understand how business operate responsibly
	LO3 Be able to carry out market research for business opportunities	Unit 15 Change management LO1 Understand the drivers of change
		Unit 16 Principles of Project management LO3 Understand how and why projects are monitored and factors that influence a project
		Unit 22 Delivering a business project LO1 Be able to scope a project LO3 Be able to evaluate the effectiveness of the project against its objectives and own contribution towards the project
		Unit 4 Customers and communication LO2 Understand how to communicate with Customers LO4 Be able to convey messages for business purposes
	LO4 Be able to validate and present market research findings	Unit 15 Change management LO1 Understand the drivers of change
		Unit 21 Being entrepreneurial – evaluating viable opportunities LO5 Be able to evaluate the viability of opportunities
		Unit 22 Delivering a business project LO1 Be able to scope a project LO3 Be able to evaluate the effectiveness of the project against its objectives and own contribution towards the project

Unit	LO	Supports delivery of
Unit 6 Marketing Strategy	LO1 Understand the purpose of marketing strategies	Unit 1 The business environment LO1 Understand different types of businesses and their objectives LO6 Understand the external influences and constraints on businesses and how businesses could respond LO8 Be able to assess the performance of businesses to inform future business activities
		Unit 16 Principles of project management LO1 Understand the stages of project management LO4 Be able to prepare project plans
		Unit 19 International business LO2 Understand the opportunities and challenges that businesses face when operating internationally
		Unit 22 Delivering a business project LO1 Be able to scope a project
	LO2 Understand factors influencing marketing strategies	Unit 1 The business environment LO1 Understand different types of businesses and their objectives LO6 Understand the external influences and constraints on businesses and how businesses could respond LO8 Be able to assess the performance of businesses to inform future business activities
		Unit 11 Accounting concepts LO1 Understand why businesses keep accurate accounting records
		Unit 15 Change management LO4 Understand the impacts of change on businesses and stakeholders
		Unit 17 Responsible business practices LO1 Understand how business operate responsibly
	LO4 Know what benefits branding can generate for businesses	Unit 4 Customers and communication LO2 Understand how to communicate with Customers
	LO5 Be able to use business tools to propose marketing strategies	Unit 1 The business environment LO1 Understand different types of businesses and their objectives LO6 Understand the external influences and constraints on businesses and how businesses could respond LO8 Be able to assess the performance of businesses to inform future
		Unit 3 Business decisions LO4 Understand how marketing information informs business decisions
		Unit 12 Financial accounting LO4 Use ratios to assess the performance of businesses
		Unit 13 Management accounting LO2 Be able to use break even analysis

Unit	LO	Supports delivery of
Unit 7 Marketing Campaign	LO1 Understand the purpose of marketing campaigns	Unit 1 The business environment LO6 Understand the external influences and constraints on businesses and how businesses could respond
		Unit 3 Business decisions LO4 Understand how marketing information informs business decisions
		Unit 5 Marketing and market research LO2 Know the constraints on marketing
	LO2 Understand the elements of the marketing mix	Unit 13 Management accounting LO1 Understand business costs and pricing methods used by businesses LO2 Be able to use break-even analysis
		Unit 15 Change management LO4 Understand the impacts of change on businesses and stakeholders
		Unit 17 Responsible business practices LO2 Understand the importance of adopting responsible business practises
	LO5 Be able to plan marketing campaigns	Unit 4 Customers and communication LO4 Be able to convey messages for business purposes LO3 Be able to establish a rapport with customers through non-verbal and verbal communication skills
		Unit 16 Principles of project management LO4 Be able to prepare project plans
	LO6 Be able to pitch planned marketing campaigns	Unit 4 Customers and communication LO4 Be able to convey messages for business purposes LO3 Be able to establish a rapport with customers through non-verbal and verbal communication skills

LINKS TO OTHER SUGGESTED RESOURCES

Unit No	Activity No	LO No	LO	Supports delivery of
1	1	1	<i>Understand the role of marketing in businesses</i>	Introduction to Merlin Entertainments, including information on market trends http://merlinentertainments.biz/91F94D8A-1DB1-4EA7-8DB4-7DC787F18265.CFILE
				Press release on Alton Towers Resort attractions http://www2.altontowers.com/uploadedFiles/Page_Content/Press_Centre/2015-press-pack.pdf
				Explores the tourism market and shows trends in visitors to sites in the UK https://www.visitbritain.org/inbound-research-insights
	2	1	<i>Understand the role of marketing in businesses</i>	A report on the UK theme park sector showing revenue and admission numbers http://www.campaignlive.co.uk/article/998079/sector-insight-uk-theme-parks
	3	1	<i>Understand the role of marketing in businesses</i>	Marketing for holding conferences and events at Alton Towers Resort http://events.altontowers.com/conferences-and-events/?_ga=1.35604454.652206451.1466504851
				Further information and marketing literature for holding conferences and events at Alton Towers Resort http://events.altontowers.com/uploadedFiles/Page_Content/Corporate/Useful_information/Conference-Inserts-low-res.pdf
				Marketing information for corporate group hire of Alton Towers Resort http://www.incentivetravel.co.uk/news/venueevents/33609-alton-towers-scare-mazes-available-for-exclusive-corporate-hire-this-halloween
	4	1	<i>Understand the purpose of marketing strategies</i>	Official TV advert of the new Galactica ride at Alton Towers Resort https://www.youtube.com/watch?v=cy0mTwuMu_0
	5	2	<i>Know the constraints on marketing</i>	Advertising Standards authority website https://www.asa.org.uk/
				Records of current rulings and decisions https://www.asa.org.uk/Rulings/Adjudications.aspx
	6	1	<i>Understand the role of marketing in businesses</i>	Website dedicated to the new ride Galactica at Alton Towers Resort https://www.galacticatours.com/
				Press release for the new Galactica ride at Alton Towers Resort http://www2.altontowers.com/uploadedFiles/Page_Content/Press_Centre/Press_Releases/Chris-Hadfield-Galactica.pdf
				Additional press releases for attractions at Alton Towers Resort http://www2.altontowers.com/press-centre/press-releases/

Unit No	Activity No	LO No	LO	Supports delivery of
2	3	3	<i>Be able to carry out market research for business opportunities</i>	A report on the European amusement and theme park industry http://www.iaapa.org/docs/default-source/iaapa-europe/iaapa-europe-economic-impact-study-2014.pdf
				Report on the top 25 worldwide amusement and theme parks http://www.teaconnect.org/images/files/TEA_103_49736_150603.pdf
				Article from The Economist on the theme park industry http://www.economist.com/news/business/21650553-surprising-investment-boom-industry-still-not-over-last-slump-bumpy-rides-ahead
4	1	1	<i>Understand the purpose of marketing campaigns</i>	Campaign website containing reports on digital marketing http://www.campaignlive.co.uk/
	2	2	<i>Understand the elements of the marketing mix</i>	Information on the costs associated with advertising on TV https://www.tvadvertising.co.uk/tv-advertising-costs
				Information on the costs associated with digital advertising http://www.digitaladvertising.co.uk/digital-advertising-costs
	3	4	<i>Understand the role of Public Relations (PR), advertising and digital marketing agencies in business</i>	List of advertising agencies from the Campaign website http://www.campaignlive.co.uk/agency/agency-a-z



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