



## OCR Enterprise and Marketing

### Topic Area 2 – Create a promotional campaign for a brand and product

2.1.1: Explain the objectives of a promotional campaign	This section provides the basis for why businesses develop a promotional campaign			
Objectives of a promotional campaign (Knowledge):				
	Raise awareness of a product/ service	😊	😐	😞
	To differentiate	😊	😐	😞
	To create market presence	😊	😐	😞
	To increase market share	😊	😐	😞
Keywords	Awareness   Presence   Unique   Differentiation   Business			
2.1.2: Create a plan for a promotional campaign	This section requires you to consider a timeframe for your promotional campaign			
The use of an appropriate planning tool (Knowledge):				
	Appropriate timeframe for the whole campaign	😊	😐	😞
	Appropriate timeframe for each activity within a promotional campaign	😊	😐	😞
	Importance of review phase within a promotional campaign	😊	😐	😞
	Importance of Key Performance Indicators (KPI) within the promotional campaign	😊	😐	😞
Keywords	Campaign   Timeframe   Review   KPI   Adding value   Promotion			
2.1.3: How to create appropriate promotional materials	This section looks at the ways in which businesses use appropriate promotional materials to reach their target market			
Promotional methods (Knowledge):				
	Appropriate promotional methods for a given business	😊	😐	😞
	Appropriate promotional methods for a customer profile	😊	😐	😞
	Complementary promotional methods	😊	😐	😞
Keywords	Digital   Non-digital   Costs   Service   Target market   Customer profile			

<b>Skills</b>	<b>Knowledge – multiple choice, short answer questions, extended report writing</b>
<b>Links to the wider world/case study</b>	

