WILBERFORCE
sixth form college

SUMMER BRIDGING WORK 2025

Summer Bridging Work is an important part of your transition to Wilberforce Sixth Form College. This piece of work will count towards your effort grade. Please complete your summer bridging work in time for the start of term.

You are required to bring evidence in paper format and hand this into your subject teacher during your first lesson.

BTEC Marketing

OVERVIEW OF SUBJECT
Welcome to the exciting, dynamic world of Marketing! The business environment is forever changing, and businesses are constantly looking at ways of researching, analysing and communicating with their customers so that they can launch new products, services and improve their performance. Every time you purchase a product, use a service, or simply engage with friends and family through social media such as Facebook or Instagram, you are engaging with the marketing function of a business. During your study of BTEC Marketing, you will be exploring different areas of marketing activity linked to careers in marketing, marketing principles and customer communications. To give you a direct insight into the world of Marketing there are multiple resources you can explore and investigate to help you develop a greater understanding of the course and what it is you will be learning.

ENTRY CRITERIA To study BTEC Marketing you need to have good range of GCSE qualifications including Maths and English.

SUMMER TASK Please complete the following activity;

LITERACY TASK:

Research a successful business of your choice. Your research must cover the following;

- Background information about the business and its achievements.
- Identify a recent marketing campaign launched by the business and what promotional methods were used. e.g Social media. TV advertising, Public relations, Sales promotions etc.
- Give an analysis of why you think it was successful.
- Provide an evaluation of the success of the campaign.

Your work must be at least one side of A4, handwritten not word processed. You must not copy directly from

Wikipedia or any other websites you use for research! **15mks**

NUMERACY TASK:

Profit is; Total Sales Revenue - Total Costs   *Sales Revenue is;* Number of Sales x Selling price.

Complete the following calculations:

Jaqueline, has recently opened a crépèry. Her crépèry is open 7days a week throughout the year. She sells crépès for £5.00 each. She has calculated that her total costs for producing each crépè are £1.90.

a) Calculate her profit per week if she sells 100 crépès per day. *Show your workings*. 3mks
b) Calculate her profit per week if her total cost per crépè increases by 25% she still sells 100 crépès per day. *Show your workings.* 3mks
c) Calculate her profit per annum (per year)if she increases her original price by 22%. Base your calculations on her

original total cost per crépè and sales of 100 crépès per day. *Show your workings.* 3mks

d) What could Jacqueline do to improve her profitability? Do you think these figures are realistic for a business start up? Explain why? 5mks

PROGRESSION OPPORTUNITIES

Social media marketing, Marketing Assistant, Marketing Analyst, Marketing management

Above we have listed four careers linked to BTEC Marketing. You are tasked to research the four careers, choose one that most appeals to you and write a 300-word essay as to why you feel this career would be most suited to you. If your chosen career is not in the list then please feel free to write about that one!

Kind regards

Vicky Moore

Vicky Moore
Teacher of Business and Marketing

If you have any queries regarding your Summer Bridging Work, please contact vim@wilberforce.ac.uk who will aim to respond before your enrolment appointment.