

Suggested delivery model for AQA's Tech-levels in Business: Marketing

AQA Level 3 Foundation Tech-level in Business: Marketing Communications	
Semester 1 (15 weeks)	Semester 2 (15 weeks)
<p>Unit 1 Competitive business environment (examined)</p> <p>- possibly more time given towards this in Semester 1 to prepare them for Jan exams</p>	<p>Unit 2 Marketing principles (examined)</p> <p>- may need to be done in Semester 1 if the learner is just doing the Foundation Tech-level</p>
<p>Unit 3 Customer communications (internally assessed)</p>	<p>Unit 4 Digital essentials (internally assessed)</p>
AQA Level 3 Tech-level in Business: Marketing	
Semester 1 (15 weeks)	Semester 2 (15 weeks)
<p>Unit 5 Responsible business practices (external assignment)</p> <p>- this externally assessed assignment should be done early on for the Jan submission window to allow for re-sit opportunities in June</p>	<p>Unit 7 Stakeholder engagement (internally assessed)</p>
<p>Unit 6 Marketing research (internally assessed)</p>	<p>Unit 8 Collaborative project (internally assessed)</p> <p>- this pulls together, synoptically, the themes developed in the other units and should be delivered late in the programme</p>

Assumptions:

- This delivery model assumes delivery of the 360 GLH Foundation Tech-level in a single academic year. It could, of course, be delivered over a two year programme.
- It assumes that learners will carry on to the broader Tech-level in Marketing
- It assumes delivery of each unit in 15 weeks at 6 hours per week.