

**BTEC National Business Student Book 1**  
**ISBN: 978-1-292-12624-1**  
**IMPORTANT ASSESSMENT UPDATE**

As a result of feedback from the Department for Education, there have been some updates to the Set Task for **Unit 2 of BTEC Nationals in Business**.

These updates mean there are now some changes required to this book. You need to be aware of these when using this book for revision.

These changes affect **pages 60, 107, 108 and 109** of your Student Book 1.

**Change to assessment of Unit 2: Developing a Marketing Campaign**

You will now be given additional task information in **Part B** rather than Part A. Part A will now give you a context to conduct independent research in advance of Part B. More detailed additional task information will then be given in Part B.

Your notes to take into Part B (your supervised assessment period):

- **should** include facts and figures relating to organisations, such as the products they offer and the ways they use the marketing mix in their promotional campaigns, as described in Part A
- **should not** include any analysis, evaluation or promotional plans.

You must complete your Part B (supervised assessment) task on the computer.