

BTEC Level 2 Certificate BUSINESS		 <b>Worthing College</b>
Name		
<b>Level 2 Certificate Business</b>	<b>Introduction to Business</b>	<b>Summer 2025</b>

We are delighted you have chosen to study Level 2 Business at Worthing College.

**Instructions:** This pack will help you make the best possible start to studying this subject.

The tasks in this pack:

- Should take you **about 8 hours to complete** – as a Level 2 BTEC course this is your main programme of study so more time has been allocated to this pack.
- Should be handed into your teacher when teaching starts – **Monday 8th September 2025** – with your name on it for assessment.
- There is a Padlet link at the end of this document – you will find the tasks and templates/documents

**If you need help:** The tasks are designed to have a range of difficulty, as we are preparing you for studying at a higher level and to become an effective independent learner. You should try to get as far as you can working on your own but if you do need help, please email us at [gettingreadyfor@worthing.ac.uk](mailto:gettingreadyfor@worthing.ac.uk), telling us which Getting Ready For pack you are working on and what help you need. Help is available throughout the summer holidays.

Skills Focus for this Getting Ready for Pack	
<ul style="list-style-type: none"> <li>• Independent Research</li> <li>• Business Terminology</li> <li>• Formal Presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Written Communication</li> <li>• Using IT</li> <li>• Time Management to meet deadlines</li> </ul>

**There is a PADLET link at the bottom of this document which has copies of all the tasks.**

**Summer work – Introduction to Business**  
**Deadline – Thursday 11<sup>th</sup> September 2025**

The preparation work for BTEC Level 2 Business will introduce you to **two** of the units you will study on the course. One of the first units you will study on the course is **Unit 9: Principles of Marketing**, which is an external exam unit, and you have been asked to define some key terms (**Task 1**).

Then for **Unit 3: Promoting a Brand**, which is a coursework unit, you are required to complete two tasks. One task is based on Thorpe Park the visitor attraction and you are required to assess their Marketing Mix (4Ps) (**Task 2**). Then finally, you are required to identify 20 famous global brands from their logo (**Task 3**).

### **TASK 1 : Introduction to Marketing – Key Terms for Unit 9 (Principles of Marketing)**

You are required to complete the Template for Unit 9 – Principles of Marketing, which is the external exam unit on the course.

The template for this task has a range of different questions, some are definitions and others require a brief sentence to explain your knowledge on the key term or question. Please use the internet to research this task and use examples to support when required.

*There is a PADLET link at the bottom of this document, it contains the template for Task 2, and you should download/save the template and complete your work. Print task and submit to your teacher.*

### **TASK 2 : Describing the Marketing Mix of Thorpe Park (using a range of examples)**

Thorpe Park is one of the leading theme parks in the UK and attracts a wide range of visitor types. It is part of Merlin Entertainments who own other attractions such as Alton Towers and Chessington World of Adventures and Legoland.

For this task, you are required to research **Thorpe Park** and then with a range of examples to support your work, you need to **Describe the Marketing Mix for Thorpe Park**.

There is a **word document/template** on the **Padlet link** below that you can download and save onto your computer at home to complete this task or you can start your own and put in the title and heading as shown in the template. The template has the headings for each part of the Marketing Mix (4Ps) (Product, Price, Place, Promotion).

There is also a **PowerPoint presentation** that gives you ideas what to include in each section. You do not need to have studied business studies before, you are showing your teachers you can carry out research and then summarise information and give your own ideas/make conclusions.

You should type your work in font size 12 and you can use image to support your work from the website, but this is not essential.

There is also a link to the Thorpe Park website below where you can find the majority of the information as you navigate the website.

You will need to look at other websites for the general overview and history of the attraction at the start.

[Thorpe Park Resort: The UK's Most Thrilling Theme Park](#)

**COMPLETE THIS TASK ON THE TEMPLATE ATTACHED ON THE PADLET LINK BELOW**

*There is also a copy of the table you can use as a template for this task in the PADLET.*

### **TASK 3 : Introduction to Branding – the importance of brand image for business**

**Identify the brand names of the 20 businesses shown on the PowerPoint on the Padlet Link.** ‘Pick a Number’ under each number is an image of a Brand.

Click on each number 1 – 20 and use the template to write the name of the organisation – some may not be a business. Remember that some famous people now have their own brand/identity.

*There is a PADLET link below which has a copy of a PowerPoint with the 20 brands images.  
There is also a timetable for you to complete – write your answers in the template.*

**Padlet link : [Getting Ready For BTEC L2 Certificate Business](#)**

## Work Placement Week

All students are required to participate in a **compulsory** week-long work placement. It is recommended that the placement chosen is either relevant to your course, or relevant to what your future career aspirations are.

### Work placement form submission deadline

<b>All L2 and L3 students studying on triple or double courses</b> will be given their work placement week dates by their course leaders when they start in September.  The deadline to submit your placement forms are as follows:	<b>Date of work placement week</b>	<b>Deadline for returning completed form</b>
	Dec-25	24th October 2025
	January / February 2026	24th October 2025
	March / April 2026	19th December 2025
	May / June 2026	13th February 2026
<b>All students studying 2 or more single subjects</b> will have the option of either carrying out their work placement during: <ul style="list-style-type: none"> <li>• February half term</li> <li>• Easter holidays</li> <li>• May half term</li> <li>• 22nd – 26th June 2026</li> </ul> The deadline to submit your placement forms are as follows:	<b>Date of work placement week</b>	<b>Deadline for returning completed form</b>
	February half term (16th - 20th February)	Friday 24th October 2025
	Easter holidays (27th March - 13th April)	Friday 19th December 2025
	May half term (26th - 29th May)	Friday 13th February
	22nd – 26th June	Friday 1st May