

<b>Time</b>	<b>Activity</b>	<b>Details</b>
0–10 mins	<b>Starter: What is Marketing?</b>	Class discussion prompted by “What is marketing?” Students generate ideas; teacher introduces 4Ps and marketing function.
10–15 mins	<b>Key Concepts &amp; Unit Overview</b>	Quick teaching input on marketing mix, segmentation, brand identity. Introduce what Unit 2 involves and how it's assessed.
15–30 mins	<b>Campaign Analysis – Primark “Unstoppable You”</b>	Students review key facts about Primark’s campaign. In groups or pairs, complete a guided worksheet identifying target audience, use of the 4Ps, and campaign effectiveness.
30–40 mins	<b>Marketing Quiz</b>	Students complete a short 8–9 question quiz to reinforce terminology and understanding. Teacher reviews answers using slide deck.
40–55 mins	<b>Mini Task: “Bold Moves” by FUSE</b>	Students plan a mini campaign using a fictional activewear brand. Task includes target audience, marketing objectives, promotional media, messaging, and budget choices.
55–60 mins	<b>Wrap-Up &amp; Next Steps</b>	Students share one idea from their FUSE plan. Teacher links to what learners will study in Unit 2 and outlines next steps for application/enrolment.