

RESEARCH

Research the Coca-Cola 'Share-a-Coke' Marketing Campaign. Sales for the Coca-Cola brand grew by 3.88%, apparently stealing share from all carbonates competitors

TASK

In a format of your choice - this can be a written report or a presentation - evaluate how successful the marketing campaign was, and explain the reasons for the campaign's success.

At A-Level you will have to thoroughly justify your choices with evidence. Any information taken from the Internet must be referenced.

The report should be 2 sides of A4 if written. If you have chosen the presentation, a maximum of 6 slides with notes written under each slide.



OVERVIEW

Single Business students will complete 2 coursework units and 2 external assessments by the end of Year 13.

Double Business students will complete 5 coursework units and 3 external assessments by the end of Year 13

When you join us in September, please ensure you have 2 ringbinders for your Business lessons. You will also need to bring a calculator to every lesson.

Students who have studied Business have gone on to:

- Queen Mary
- University of Leicester
- University of Kent

They have studied:

- Business and Accounting
 - Banking and Finance
 - Business and Marketing
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DUE: First lesson in September