

HNC & ACCESS
TO BUSINESS
STUDY PACK

HCUC

A merger between Uxbridge College and Harrow College

Harrow
COLLEGE

UC
UXBRIDGE
COLLEGE



Uxbridge College Business School

Access & HNC Learner Pack

A Very Warm Welcome

Dear Learner

Thank you for choosing to study at HCUC and we look forward to welcoming you on your chosen Business Course at Uxbridge College.

The following activities are designed to help develop and enhance your knowledge of Business prior to you starting your course.

We hope you find these activities interesting and we look forward to welcoming you soon.

With regards,

The Business School Team

Workbook Structure

This workbook has been created for external and level 2 and learners progressing to the Access course and external and level 3 learners progressing to HNC. The workbook has optional sections for learners progressing to the Access course and all sections are mandatory for learners progressing to HNC.

Introduction

The following exercises focus on the Marketing Industry. Marketing covers a large percentage of the syllabus for both the Access and HE courses. The following units are taught in our Access and HE study programme.

- Access to Business – Marketing Overview & Market Research
- HNC – Marketing Essentials
- HND – Identifying Entrepreneurial Opportunities (Marketing LO3 and 4)
 Launching a New Venture (Marketing LO3)

The following pages contain the exercises that must be completed. Please bear in mind that the exercises you complete in this workbook will be of use to

you on your study programme. The more effort you put in now the easier it will be to complete the Marketing units later.

An electronic version of this workbook is available on Google Classroom (You will require a Gmail account to access Google Classroom). You will need the following code **mnrtyt7** and the instructions on how to access Google Classroom at the back of the workbook.



Marketing

Worksheet 1 – Product or Service Idea

I want you to think about the products or services that the nation will need after many weeks of lockdown. I want you to consider the following 4 business industries:

- Food/Beverage – Including fast food
- Telecommunications
- Beauty
- Health and Leisure

The first task is to come up with a product or service idea that would be useful to the nation coming out of lockdown. You need to think like an entrepreneur and it needs to be different or unique. There are many sources of entrepreneurial ideas, these range from products or services that were not quite what they were supposed to be, demographic change, new knowledge, change in technology, government policy, climate change and people's interests or past experiences.

In the area below, jot down your ideas for your new business or product idea. It does not need to be from one of the four industries above they are there to help.



Worksheet 2 – Functions of Marketing

It is recognised that seven functions relate to Marketing, they are listed below:

1. Distribution Channels
2. Financing the Product or Service
3. Market Research
4. Pricing Strategy
5. Product and Service Management
6. Promotional Channels
7. Target Market

Marketing Functions



In this exercise, you are to describe each function in no more than 50 words per function. I also want you to identify your sources of research. For example, the URL if it's a website or the title and author if is a book.

Distribution Channels

Research location: _____

Financing the Product or Service

Research location _____

Market Research

Research location: _____

Pricing Strategy

Research location: _____

Product and Service Management

Research location: _____

Promotional Channels

Research

location: _____

Target Marketing

Research location: _____

Worksheet 3 – The 4Ps

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place. ... Price: refers to the value that is attached to the product. Product refers to the item actually being sold. Place refers to the point of sale and finally, Promotion refers to all the activities undertaken to make the product or service known to the user.

Your next task is to apply the 4Ps to your entrepreneurial product or service.

Some interesting marketing facts

- In 2019, there are close to 5.6 billion active email accounts, up from 4.1 billion in 2014.
- Google now handles at least 2 trillion searches per year
- 72% of consumers say they would have a lower opinion of a brand if they subjected the consumer to a pop-up ad.
- In 2021, 53.9 per cent of all retail e-commerce is expected to be generated via m-commerce. (Mobile)
- 79% of adult internet users use Facebook.
- 73% of marketers plan on increasing their use of videos
- Four times as many consumers would rather watch a video about a product than reading about it.

Thank you for completing this workbook and remember to keep it safe. The work that you have completed will help you when you start your Marketing Units.

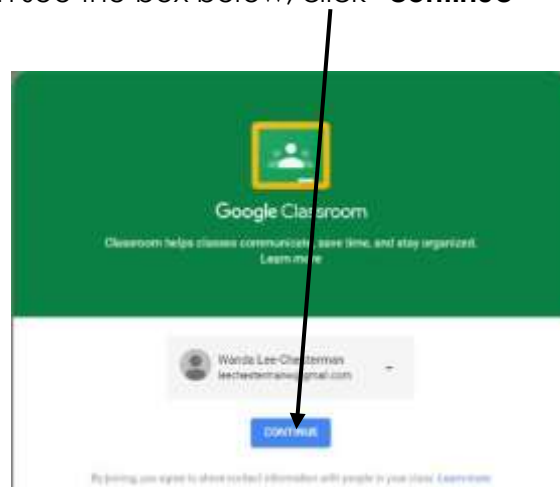
Google Classroom instructions

You will need to have a Gmail account to access the online version of the workbook.

- Search Google Classroom or type **classroom.google.com**
- If you see the screen below click **“Go to Classroom”**



- You may be asked to sign in, at this stage, it will be looking for a Gmail account.
- If you are asked to **“Protect your account”** click confirm
- You should then see the box below, click **“continue”**



- You should then see the following page with a cross in the top right corner click the cross



- Click **“Join Class”**
- You will now be asked to enter the class code **mnrtyt7**

Join class

Ask your teacher for the class code, then enter it here.

Class code

Cancel Join

- Once you have typed in the code you will see the Access & HNC Learner Pack, classroom.



UCAS Personal Statement

As an Access or HE learner you will be thinking about your progression to University. For Access learners, we hope that you stay with us and progress to HNC. This has become an increasingly popular choice for Access learners and we now have more than 50% progressing to our own HE courses.

For HNC learners almost 100% of our learners progress to the HND and then onto the one-year top-up course at university to get their degree.

There are huge advantages to studying HE courses at Uxbridge College and we have become one of only twelve Colleges in the UK to be awarded IOT status. We are the Number 1 provider of Education in London



Below are some tips on creating the perfect Personal Statement.

- Personal Statement (75% academic + 25% other activities/interests)
- 1st paragraph - What is the trigger that made you want to study this subject?
 - How did your interest first start? ○ What motivates you to want to study this subject/pursue this career?
 - Is there a specific area that really fascinates you?
 - **Note** - Quotes and humour are difficult to do well)
- 2nd paragraph (largest paragraph)- Explain how the study of each of the subjects you are researching are contributing to building your skillset. Explain how this will help you to study your chosen subject.
 - E.g. Studying Economics has enabled me to develop my ability to interpret data accurately which I believe will help me to analyse business data well during my Business Management course.
- Describe specific things that you have done in your chosen subject area that you're proud of or that really interested you.
 - E.g. I particularly enjoyed producing graphic designs for a marketing campaign during my Graphic Design AS course. As a result of this, I am very much looking forward to the marketing aspects of my Business degree course
- 3rd paragraph - Explain how your extracurricular activities have contributed to building your skillset. Explain how this will help you to study your chosen subject.

(As above) ○ E.g. The customer service training that I received for my part-time job at the Co-op has given me an insight into this aspect of business operations. I believe I have improved my communication skills and ability to negotiate tactfully.

- Final paragraph – ○ How will you contribute to university life? ○ What will it mean to you to gain a place at university?
 - Which aspects of the course are you looking forward to most?

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