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| **Syllabus changes** |
| The content identified by ~~strikethrough~~ has been deleted from the syllabus and the content identified in *italics* has been revised in the syllabus for teaching from 2023.  **Unit 1**   * elements of the marketing mix   + promotion     - advertising     - publicity     - sales promotion     - *personal selling*     - viral marketing     - ~~telemarketing~~ * the use of technologies to facilitate promotional activities, including:   + ~~internet~~   + ~~mobile devices~~   + *online advertising*   + *social media*   + *mobile applications*   + *e-newsletters*   + *e-commerce*   **Unit 2**   * ~~intent and purpose of the~~ *~~Occupational Safety and Health~~* ~~(OSH)~~ *~~Act~~**~~1984~~* ~~(WA)~~   + ~~responsibility of an employer within the~~ *~~OSH Act~~*   + ~~responsibility of an employee within the~~ *~~OSH Act~~* * intent and purpose of the *Work Health and Safety Act 2020* (WA)   + responsibility of an employer within the *Work Health and Safety Act 2020 (WA)*   + responsibility of an employee within the *Work Health and Safety Act**2020 (WA)* * types of intellectual property registrations, including:   + *copyright*   + patents   + trademarks ~~(including domain names)~~   + designs * characteristics of the following financial indicators   + profitability   + *liquidity*   + *stability*   + ~~cost reduction~~   + ~~sales~~   **Assessment table Year 11**  The following weightings in the Assessment table have been revised in the syllabus for teaching from 2023.   * Business research – weighting ~~40%~~ *30%* * Response – weighting ~~30%~~ *40%* * Examination – weighting 30% |