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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 3**   * 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 4**   * ~~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 Safety Act 2020* (WA)   + responsibility of an employer within the *Work Safety Act 2020 (WA)* * types of intellectual property registrations, including:   + *copyright*   + patents   + trademarks (including domain names)   + designs   **Assessment table – Year 12**  The following weightings in the Assessment table have been revised in the syllabus for teaching from 2023.   * Business research – weighting ~~40%~~ *30%* * Response – weighting ~~45%~~ *55%* * Externally set task (EST) – weighting 15% |