

Subject	Year	Term
Business	Year 10	Spring 1 & 2
Topic		
Section 5: Marketing		
Content (Intent)		
<p>Prior Learning – Learners need to understand that marketing involves identifying, anticipating and satisfying customer needs in a profitable way.</p>		
<p>The topics covered are:</p>		
5.1 Identifying and understanding customers	Learners need to recognise the importance of identifying the right customers and how understanding their needs will contribute to business success	
5.2 Market research	The importance of carrying out market research and distinguish between primary (field) and secondary (desk) research	
5.3 The marketing mix	Learners need to understand that a business will combine all elements of the marketing mix to develop a marketing strategy	
5.4 Product	Learners are expected to have an understanding of: • Product portfolio • Product differentiation • Brand • Packaging • Product design and innovation • Unique selling point (USP)	
5.5 Price	The use of different pricing strategies for different businesses in different contexts and scenarios	
5.6 Promotion	The importance for a business of selecting the most appropriate promotional method for different businesses in different contexts and scenarios	
5.7 Place	Learners need to understand that place refers to the marketplace, where buyers and sellers meet and exchange payment in return for goods and services	
<p>Future Learning – This unit sets the fundamental principles in place to study the other department areas of business.</p>		
How will knowledge and skills be taught? (Implementation)	How will your understanding be assessed & recorded (Impact)	
<p>This topic will involve links to the four assessment objectives throughout and will include, but not be limited to:</p> <ul style="list-style-type: none"> - Teacher led lesson content - Independent learning tasks - Group discussion/debates and questioning - Using business terminology 	<ul style="list-style-type: none"> - End of topic assessment - Past Paper responses and essays. Marked and feedback given. - Verbal responses. Individual and class feedback given. - Key term tests 	
How can parents help at home?		
<ul style="list-style-type: none"> • Discussing ideas and content at home & linking it to real businesses that they know • Watch the news and/or read a good quality newspaper • Watch any topical films or documentaries that link to Business <p>Support us with our department's high expectations of spelling, grammar, punctuation, and minimum standards.</p>		
Helpful further reading/discussion		
<p>Reading</p> <ul style="list-style-type: none"> - BBC Bitesize - Business Review magazines (subscribe online) - BBC Business news - Eduqas 	<p>Vocabulary Key Words</p> <ul style="list-style-type: none"> - Needs & wants - Primary and secondary market research - Marketing Mix - Product life cycle 	<p>Careers Links</p> <ul style="list-style-type: none"> - Marketing - Business Consultants - Entrepreneur - E-commerce