

Subject	Year	Term
Business	Year 12	Spring 1

Topic

3.1.3 Decision Making and Marketing Performance

Content (Intent)

Prior Learning – This unit builds on the theory of objectives and strategy covered in unit 1.

Students of this course study business in a variety of contexts and consider the importance of the context of business in relation to decision making. The topics covered are:

Future Learning – This unit sets the fundamental principles in place to study strategic decision making in Year 2 of the course

Setting Marketing Objectives	Include sales volume and sales value, market size, market and sales growth, market share and brand loyalty
	External and internal influences on marketing objectives and decisions
Market Research	Include primary, secondary, qualitative and quantitative and market mapping
The Value of Sampling	Sample reliability, sample size & methods of sampling
The interpretation of marketing data	Positive and negative correlation, the concept of confidence intervals and understanding extrapolation
Elasticity	Interpret price and income elasticity of demand & impact of changes.
The Value of Technology in gathering data	
Market Segmentation	Demographic, geographic, income and behavioural segmentation
Influences on choosing a target market	Targeting may include niche and mass markets
The elements of the Marketing Mix (7 P's)	Product, Price, Promotion, Place, People, Process & Physical Environment
Changes in the Mix	What are the influences on and effects of changes in the elements of the marketing mix
	Considered for goods and services, both industrial and consumer.
	Types of consumer goods considered should include convenience, shopping and specialty products.
Product Decisions	Boston Matrix and the product life cycle. Influences on and the value of new product development
Pricing Decisions	Pricing decisions should include penetration and price skimming
Promotional Decisions	Promotional decisions should include the value of branding
Place Decisions	Distribution decisions should include multi-channel distribution
Influences on an integrated marketing mix	Includes the position in the product life cycle, type of product, marketing objectives, target market & competition

How will knowledge and skills be taught? (Implementation)

This topic will involve links to the four assessment objectives throughout and will include, but not be limited to:

- Teacher led lesson content
- Independent learning tasks
- Group discussion/debates and questioning
- Using business terminology
- Reference to business examples throughout

How will your understanding be assessed & recorded (Impact)

- 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?

- Discussing ideas and content at home & linking it to real businesses that they know
- Watch the news and/or read a good quality newspaper

- Linking the theory of marketing to day-to-day activities such as the price of goods in supermarkets and general strategies used by businesses.

Support us with our department's high expectations of spelling, grammar, punctuation, and minimum standards.

Helpful further reading/discussion

Reading

- My revision notes: AQA A Level Business
- Business Review magazines (subscribe online)
- TUTOR2U website
- BBC Business news

Key Terms

Dynamic Pricing
Market Segmentation
Boston Matrix
Strategy
Objectives
Marketing Mix

Careers Links

- Public Relations
- Marketing & Sales
- Business Management