



KESTEVEN AND SLEAFORD HIGH SCHOOL

Business Studies Scheme of Learning

Year 11 – Term 2 Making Marketing Decisions

Intent – Rationale

We aim to create the very best Business students, who engage with the world around them and are equipped with the knowledge needed to develop their entrepreneurial, commercial and employability skills and identify business problems and opportunities. We want students to be able to think analytically, reach logical conclusions based on their effective interpretation of data, and make judgements strategic and tactical business decisions. Cultural capital is embedded throughout the curriculum. Our students are constantly introduced to a wide variety of viewpoints from some of the most entrepreneurs throughout history. We investigate the impact that their work has had on the world we live in and students are encouraged to make links between their studies and real life examples



Sequencing – what prior learning does this topic build upon?	Sequencing – what subsequent learning does this topic feed into?
<ul style="list-style-type: none"> • Theme 1 Investigating small businesses • Topic 2.1 Growing the business 	<ul style="list-style-type: none"> • Y11 terms 3 – Making operational decisions • Y11 term 4 – Making human resource decisions
What are the links with other subjects in the curriculum?	What are the links to SMSC, British Values and Careers?
<ul style="list-style-type: none"> • Mathematics – market share and market size calculations • Psychology – Market segmentation of customers 	<ul style="list-style-type: none"> • Understanding of tolerance of those with different faiths and beliefs through market segmentation (BV5) • Development initiative through the application of pricing and promotional strategies (GB4c) • Development of creativity when developing promotional strategies (GB4i) • Creativity and imagination when developing short and long term promotions (SP3) • Understanding the various ways to segment a market (McDonalds clip) (SP2) • Understanding of cultures when segmenting markets and developing strategies (C2)
What are the opportunities for developing literacy skills and developing learner confidence and enjoyment in reading?	What are the opportunities for developing mathematical skills?
<ul style="list-style-type: none"> • Communication – development of structured arguments to support clear judgements • Comparison – ability to compare and weight the strength of opposing arguments 	<ul style="list-style-type: none"> • Calculation of market share and market size • Percentage change calculations to calculate changes in market size and market share • Graph and data interpretation



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Intent – Concepts

What knowledge will students gain and what skills will they develop as a consequence of this topic?	
<ul style="list-style-type: none"> Be able to display both <u>knowledge</u> and <u>understanding</u> of key concepts from Influences on Business Unit of specification. To include product, price, promotion, place and using the marketing mix to make decisions <p style="text-align: center;"><u>Apply</u></p> <ul style="list-style-type: none"> <u>Application</u> of business concepts identified in context to a variety of given businesses, including unincorporated businesses, incorporated businesses, public sector business and not for profit organisations. Development of a coherent <u>chain of reasoning</u> that can explain both the concept and the rationale supporting its application to a given business. Interdependence between the functional areas is clearly established <p style="text-align: center;"><u>Extend</u></p> <ul style="list-style-type: none"> All should be able to confidently <u>evaluating</u> their argument and provide a weighted judgement, based upon the arguments already developed 	
What subject specific language will be used and developed in this topic?	What opportunities are available for assessing the progress of students?
<ul style="list-style-type: none"> Aesthetics/functionality/economic manufacture Product differentiation Product lifecycle Profit margins Branding Promotional strategy Sponsorship Viral advertising Distribution Budget 	<ul style="list-style-type: none"> Weekly homework – assessed in line with exam board assessment criteria Verbal feedback Assessment 2: term 1 Knowledge and understanding and application from terms 1 & 2



Intent – Concepts

Lesson title	Learning challenge	Higher level challenge	Suggested activities and resources
Product	To understand the key aspects of the Marketing Mix- students will develop knowledge and the ability to identify the needs & wants of products	Through the use of Market Mapping will be able differentiate products through the impact of sales and revenue.	<ul style="list-style-type: none"> • Textbook pg. 177-179 • Recall the Marketing Mix • Extension strategies- independent research with examples • Practice questions • End of chapter questions • Group task – Seasonal Products / Unique Products
Price	Identifying a range of products in different pricing bands. K&U the importance and impact of effective pricing strategies.	Able to respond to challenge questions using examples, structured responses with examples, links and justification. Applies key terminology and structured responses.	<ul style="list-style-type: none"> • Textbook pg. 181-184 • Carry out a survey of the local area to identify how the location may affect the price – explain the impact of product life cycle • Discussion – marketing strategy in different segments • Discover how technology impacts pricing – independent research and group presentation • Practice questions • Pricing Strategy • End of Chapter questions
Promotion	Able to explain the role of promotion in the marketing mix. Understand how the lack of promotional strategy can impact business success	Be describe and explain the role of promotion, the changes in technology that encourage new methods of promotion and being able to explain the benefits of these developments.	<ul style="list-style-type: none"> • Text book pg 185- 190 • Different promotional tools & strategies in a range of companies • Find examples of E-Newsletter / use of Viral advertising • End of Chapter questions • Practice Questions
Place	Will understand how to get the product from the producer to the customer.	Be able to explain the different distribution chains, with clarity on the advantages and disadvantages.	<ul style="list-style-type: none"> • Textbook pg 191-194 • End of chapter questions • Past paper questions • Practice questions
Marketing mix and business decisions	Able to identify some success and failures with marketing, can show which element of the mix has been unsuccessful. Understands how the marketing mix impacts decisions.	Is able to demonstrate the use of the marketing mix to support success in a business, whilst acknowledging the importance of the other functions in a business e.g. finance, production, human resources	<ul style="list-style-type: none"> • Textbook pg. 195-198 • Design a product and plan for success using the Marketing Mix (group work and presentation) • Exam style questions