



Business Studies Scheme of Learning

Unit 5 Marketing

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"> • Units costs • Functional areas • External influences on a business • Basic calculations • Production • Procurement • Human Resources 	<ul style="list-style-type: none"> • Unit 6 - Finance and the impact and interdependence on the other functional areas of the business • Y11 terms 4 & 5 – revision of topic and associated key skills
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?	
<p>Know</p> <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 Identifying needs: <i>understanding of customers</i> Segmentation: <i>methods and benefits</i> Market research: <i>types and methods, market size and market share</i> Marketing mix: <i>pricing methods, product portfolio management and product lifecycles, type of promotion, distribution</i> 	
<p>Apply</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 	
<p>Extend</p> <ul style="list-style-type: none"> All should be able to confidently evaluating 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"> Customer – individuals or business that purchase goods Consumer – someone who uses a good produced by businesses Sales volume – measures the number of items sold Sales value – measures the revenue generated Segmentation – when a market is divided into different groups of need and wants Market research – the process of gathering, analysing and processing data relevant to marketing decisions Quantitative data – the use of numbers Qualitative data – the use of opinions and views Primary market research – data gathered for the first time Secondary research – using data that has already been gathered Marketing mix – all activities influencing whether or not the customer buys the product Brand – the promise to deliver certain benefits or services Product life cycle – the sales of a product over time Boston matrix – a model to analyse a firms’ products in terms of market share and market growth Product portfolio – the range of products that a firm supplies Promotional mix – the combination of promotional methods used by a business to communicate with customers Distribution channels – the process of how the ownership of a product passes from the producer to the final consumer 	<ul style="list-style-type: none"> Weekly homework – assessed in line with exam board assessment criteria Verbal feedback Test 6: – Knowledge and core threads of application, analysis and evaluation



Intent – Concepts

Lesson title	Learning challenge	Higher level challenge	Suggested activities and resources
Understanding customers	Can I explain the importance of understanding what the customer wants and needs?	n/a	End of chapter questions Multiple choice questions Past paper questions
Segmentation	Can I describe what market segmentation is?	Can I explain the benefits of segmenting a market for a particular business?	End of chapter questions Multiple choice questions Past paper questions
Market research	Can I explain why it is important for businesses conduct market research?	Can I explain the suitability and effectiveness of market research methods for a given business?	End of chapter questions Multiple choice questions Past paper questions
Pricing	Can I explain the main methods of pricing?	Can I explain the suitability and effectiveness of various pricing methods for a given business?	End of chapter questions Multiple choice questions Past paper questions
Product	Can I explain the importance of product in the marketing mix?	Can I explain the benefits to a business f having a strong brand image?	End of chapter questions Multiple choice questions Past paper questions
Product lifecycle and Boston Matrix	Can I explain how the Boston matrix and the Product Life Cycle are used by a business?	Can I measure the effectiveness of extension strategies for a variety of businesses?	End of chapter questions Multiple choice questions Past paper questions
Promotion	Can I explain the main methods of promotion?	Can I explain the suitability and effectiveness of various promotional methods for a given business?	End of chapter questions Multiple choice questions Past paper questions
Distribution (place)	Can I explain the main channels of distribution available to a business?	Can I explain the effectiveness of a particular distribution channel for a given business?	End of chapter questions Multiple choice questions Past paper questions