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| **This half term : Skills, Knowledge and**  **Understanding to be developed:**  Learners need to understand that marketing involves identifying, anticipating and satisfying customer needs in a profitable way. Marketing affects all functions of a business and includes a wide range of activities including researching the market, analysing the market and developing a marketing strategy through the implementation of the marketing mix. Businesses will organise their marketing function in different ways, depending on their size, the goods and services they sell and the markets they operate in. Marketing decision-making will also be affected by these different contexts. | **Key Terms to be learned this half term:**  Marketing mix, product life cycle, uniques selling point, brand, product differentiation, product portfolio, product design, Cost plus, Competitive, Penetration pricing, Skimming pricing, Psychological pricing, Loss leaders, Price discrimination, distribution channels, wholesaler, e-commerce, multi-channel |

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| **Week 1 and 2 Learning Objectives etc:**   * The need for businesses to create a successful mix of the right product, sold at the right price, in the right place and with the most suitable promotion * How the 4P's of the marketing mix, product, price, promotion and place, work together to achieve the aims and objectives of a business * How the marketing mix is used to inform and implement business decisions * How businesses will alter their marketing mix over time and in response to changing market factors * How the marketing mix will differ for different types and sizes of businesses * To have an understanding of: Product portfolio, Product differentiation, Brand, Packaging, Product design and innovation and Unique selling point (USP) |  | **Objective assessments:**  GCSE Exam question  **APP** | **Homework:**  **JSH – teacher choice** |
| **Week 3 and 4 Learning Objectives etc:**   * The use of the product life cycle diagram to show how demand for a product or service might change over time * To identify the stages of a product life cycle * What is meant by an extension strategy * Construct and interpret a product life cycle diagram * The usefulness of product life cycles in making business decisions * The different pricing strategies used by businesses * The use of different pricing strategies for different businesses in different contexts and scenarios |  | **Objective assessments:**  GCSE Exam question | **Homework:** |
| **Week 5 and 6 Learning Objectives etc:**   * The promotional methods used by businesses:  Advertising  Sales promotion  Direct marketing *  Local and national press (newspapers, magazines and journals)  Online  Radio  Television  Cinema  Point of sale  Leaflets  Directory listings * use of social media, blogs, search engine advertising, pop-up adverts, digital adverts and mobile advertising * The importance for a business of selecting the most appropriate promotional method for different businesses in different contexts and scenarios * The channels that are used to distribute the products to the customer * The different distribution channels used by businesses * The role and increasing importance of e-commerce and m-commerce (online shopping) * How businesses use multi-channel distribution * The importance for a business of selecting the most appropriate marketplace and distribution channel for its goods and services |  | **Objective assessments:**  GCSE Exam question  **SA** | **Homework:**  **Teacher choice** |
| **Week 7 Learning Objectives etc:**  **DIRT** |  | GCSE Exam question |  |