|  |  |
| --- | --- |
| **This half term : Skills, Knowledge and****Understanding to be developed:**Learning aim A: Explore the use of branding and the promotional mix in business | **Key Terms to be learned this half term:**Brand, added value, marketing mix – 4 Ps (Product, Price, Place, Promotion, promotional mix, sales promotion, direct mail, advertising, public relations, Business to Business (B2B), Business to Consumer (B2C), segmenation.  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Week 1 and 2 Learning Objectives etc:*** Describe the importance of branding for a business.1A.1
* Explain how branding is used in two businesses – P1
 |  | **Objective assessments:**Learning Aim A - report**App**  | **Homework:**Produce a poster of well-known brands www.superbrands.uk.com – useful website containing information about British brands |
| **Week 3 and 4 Learning Objectives etc:*** Identify elements of the marketing mix for a selected branded product - 1A.2
* Assess the marketing mix for a selected branded product – P2
 |  | **Objective assessments:**Learning Aim A - report | **Homework:** |
| **Week 5 and 6 Learning Objectives etc:*** Identify elements of the promotional mix used for a selected branded product - 1A.3
* Describe the purpose of elements of the promotional mix used for a selected branded product – P3
 |  | Exam questionLearning Aim A - report**Summ Ass**  | **Homework:**Find examples of promotional methods brands used e.g. adverts |
| **Week 7 Learning Objectives etc:*** **DIRT**
 |  | Exam question | **Homework:** |