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| **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. |

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| **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 question  Learning 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:** |