



YEAR 11CBU1

SUBJECT Business Studies

Knowledge Focus: Business Influence

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.

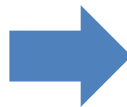
Key Terms to be learned this half term:

Market segmentation, primary and secondary research, quantitative and qualitative research, field and desk research, marketing mix, product life cycle, unique selling point, brand, product differentiation, product portfolio, product design, distribution channels, wholesaler, e-commerce, multi-channel

Week 1 and 2 Learning Objectives etc:

- Recap: Marketing Mix: product
- 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

Literacy Focus: Use a variety of strategies and resources to spell familiar and unfamiliar vocabulary correctly and subject specific words correctly.


Objective assessments:

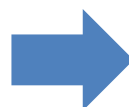
GCSE Exam question

Homework:

Packaging homework and brand exam question

Week 3 and 4 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


Objective assessments:

GCSE Exam question
GPSH – WG7c – Produce fluent and legible handwriting.

Language – WL2 – Use technical terms, language and expression consistent with the subject content – assessed in work

Homework:

Exam question

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<ul style="list-style-type: none"> The role and increasing importance of e-commerce and m-commerce (online shopping) 	
<p>Week 5 and 6 Learning Objectives etc:</p> <ul style="list-style-type: none"> How businesses use multi-channel distribution The importance to a business of identifying and understanding its customers How markets are segmented The reasons why businesses segment the market The purpose and importance of carrying out market research Distinguish between primary (field) and secondary (desk) research The methods of primary and secondary research 	<p>Objective assessments:</p> <p>GCSE Exam question</p> <p>Homework:</p> <p>Poster: How is your chosen product segmented</p> <p>GCSE exam question</p>
<p>Week 7 Learning Objectives etc:</p> <ul style="list-style-type: none"> The advantages and disadvantages of carrying out primary and/or secondary research for different businesses in different contexts and scenarios Distinguish between qualitative and quantitative market research data <p>Interpret, analyse and evaluate marketing research data to solve problems and inform business decisions</p>	<p>GCSE Exam question</p> <p>GCSE Exam question</p>

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