



**YEAR 9**

**SUBJECT Business Studies**

**Knowledge Focus: Marketing**

**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.

**Key Terms to be learned this half term:**

Marketing Mix, Product Life Cycle, extension strategy, growth, introduction, maturity, saturation, decline, unique selling point, brand, product differentiation, product portfolio, product design, Cost Plus, Competitive, Penetration pricing, Skimming pricing, Psychological pricing, Loss Leaders, Price Discrimination,

<p><b>Week 1 and 2 Learning Objectives etc:</b></p> <p><b>Literacy Focus:</b> Use a variety of strategies and resources to spell familiar and unfamiliar vocabulary correctly and subject specific words correctly.</p> <ul style="list-style-type: none"> <li>To have an understanding of: Product portfolio, Product differentiation, Brand, Packaging, Product design and innovation and Unique selling point (USP)</li> <li>To complete task on Cadburys to demonstrate understanding on product range and product mix</li> </ul>	 <p><b>Objective assessments:</b></p> <p>GCSE Exam question</p> <p>Use and spell key terms correctly- assess in work.</p>	<p><b>Homework:</b></p> <p><b>Packaging homework</b></p>
<p><b>Week 3 and 4 Learning Objectives etc:</b></p> <ul style="list-style-type: none"> <li>To have an understanding of: Product portfolio, Product differentiation, Brand, Packaging, Product design and innovation and Unique selling point (USP)</li> </ul>	 <p><b>Objective assessments:</b></p> <p>GCSE Exam question</p> <p>Use and spell key terms correctly- assess in work.</p>	<p><b>Homework:</b></p> <p><b>Brand investigation task</b></p>
<p><b>Week 5 and 6 Learning Objectives etc:</b></p> <ul style="list-style-type: none"> <li>The use of the product life cycle diagram to show how demand for a product or service might change over time</li> <li>To identify the stages of a product life cycle</li> <li>What is meant by an extension strategy</li> <li>Construct and interpret a product life cycle diagram</li> </ul>	 <p><b>Objective assessments:</b></p> <p>GCSE Exam question</p> <p><b>Language – WL2 – Use technical terms, language and expression consistent with the subject content – assessed in work</b></p> <p><b>GPSH – WG7c – Produce fluent and legible handwriting.</b></p> <p>SA1</p>	<p><b>Homework:</b></p> <p><b>JSH – exam question</b></p>
<p><b>Week 7 and 8 Learning Objectives etc:</b></p> <ul style="list-style-type: none"> <li>Christmas tasks – research how businesses adapt during Christmas e.g. logo, packaging changes etc</li> <li><b>DIRT</b></li> </ul>	<p>GCSE Exam question</p>	