

Sets (s): JSH

LP2

YEAR 11B BU1

SUBJECT Business Studies

Knowledge Focus: Human Resources and marketing



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This half term : Skills, Knowledge and Understanding to be developed:

Topic: Marketing and exam technique

Key Terms to be learned this half term:

Promotion, advertising, sales promotion, direct mail, product portfolio, product differentiation, brand, packaging, product design, innovation, unique selling point, product life cycle, extension strategy, 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:

Consolidate knowledge on Product

- 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
- 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
- Interpret, analyse and evaluate marketing research data to solve problems and inform business decisions



Objective assessments:

GCSE Exam question

Use and spell key terms correctly- assess in work

Homework:

Revision for mocks

Exam questions

Week 3 and 4 Learning Objectives etc:

- Demonstrate identify the most commonly used methods of promotion (advertising, sales promotion and direct marketing)
- Evaluate the commonly used methods of promotion
- identify the most appropriate methods of promotion in particular circumstances
- Explain how technology has impacted on the promotional activities of businesses including; social media, blogs, search engine advertising, pop-ups adverts, digital adverts and mobile adverts.
- To develop exam techniques on promotion exam questions



Objective assessments:

GCSE Exam question
Use and spell key terms correctly- assess in work.

Homework:

Revision for mocks

Exam question

Find examples of different types of promotion

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<p>Week 5 and 6 Learning Objectives etc:</p> <ul style="list-style-type: none">• 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 advantages and disadvantages of selling online		<p>Objective assessments:</p> <p>GCSE Exam question GPSH – WG7c – Produce fluent and legible handwriting.</p> <p>Language – WL2 – Use technical terms, language and expression consistent with the subject content – assessed in work</p>	<p>Homework:</p> <p>Exam question</p>
<p>Week 7 and 8 Learning Objectives etc:</p> <ul style="list-style-type: none">• Consolidate knowledge on the Marketing Mix	<p>Revision activities</p>		