



HALF TERM 1.1 Sep - Oct	Unit 2 Learning Aim: A	Unit 2 Learning Aim: A	Unit 2 Learning Aim: A	Unit 2 Learning Aim: B	Unit 2 Learning Aim: B	Unit 2 Learning Aim: B
TOPIC (S)	A1 The role of marketing	A2 Influences on marketing activity	Assessment	B1 Purpose of researching information to identify the needs and wants of customers	B2 Market research methods and use	B3 Developing the rationale
Knowledge & Skills development	Principles and purpose of Marketing	Internal and External Influences	Demonstration of theory learnt in the unit of study	Understand how markets find out customer needs	Understand different types of research	Understand how to interpret and analyse data
Assessment / Feedback Opportunities	Classroom activity - Class Discussion - Questioning pupils – verbal feedback – CA questions		Practice activity	Classroom activity - Class Discussion - Questioning pupils – verbal feedback – CA questions		
Cultural Capital	<ul style="list-style-type: none"> Understanding of Business 					
SMSC / Promoting British Values (Democracy, Liberty, Rule of Law, Tolerance & Respect)	<ul style="list-style-type: none"> Listening to others Responding suitable in discussions Taking part in group activities 					
Reading opportunities	Financial Intelligence Visual Finance Dictionary of Finance and Investment terms					
Key Vocabulary	Marketing, demand, stimulating, satisfying, profitability, market share, diversification, brand awareness, niche market, mass market, segmentation, USP, campaign, finance, culture, social, technological, economic, environmental, political, legal, ethical			Target Markets, trends, competition, primary research, secondary research. Internal, external, validity, reliability, appropriateness, quantitative, qualitative, selection, extraction, interpretation, analysis, product life cycle		
Digital Literacy	Use of technology Digital research methods Use of range of software					
Careers	Business adviser – Business analyst – Business development manager – Entrepreneur					