

High Tunstall College of Science Curriculum Intent

Subject: Marketing

Year: 10

Half Term 3



Topic: Marketing

	Business Studies	Progress		
Topic	Key ideas	R	A	G
Marketing	I can explain what marketing is and its key functions in a business			
	I know 2 types of market research and can compare them			
	I can explain when quantitative and qualitative data should be used			
	I know how to segment a market and reasons why a business does this			
	I know the marketing mix and how it affects a business			
	I can explain the product life cycle and how it can be used by a business			

Lessons	Learning Focus	Assessment	Key Words
1—2 3—4 5	The role of marketing Key examples of marketing taught with a focus on marketing data and the impact it can have on a business. Assessment	Knowledge test—role of marketing Exam question	Data, functions, marketing, role, sales, recognition, competition, data, Inform, identify, increase
6—7 8—9 10 11	Can you segment a market in to smaller parts? What key areas does segmentation include? Why does a segmented market help a business? Assessment	Knowledge test—segmentation Exam question	Segmentation, income, location, market, target market, religion, age, gender
12 13 14 15—16 17	Why carry out research? What research should be carried out? What are the types of research—primary v secondary What are the pros and cons of the research types? Assessment	Knowledge test—market research Exam question	Primary, secondary, survey, quantitative, qualitative, quota, random, sample, focus group, government data
18—19 20—21 22—26 27—28	Marketing mix introduced. What are the 4ps? Product and product life cycle Assessment and feedback	Knowledge test—Marketing mix Knowledge test—Product Exam question	Product, price, promotion, place, channel of distribution, Product life cycle, mature, introduction, growth, decline. Design, invention, innovation, Channel, producer, consumer, retailer, wholesaler Point of sale, advertising, price reduction, competitiveness, loss leader, free samples, social media, websites, television, print media, radio