

# High Tunstall College of Science Curriculum Intent

Subject: Marketing

Year: 10

Half Term 3 and 4



## 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			
	I know the 8 main pricing strategies and which a business should use			
	I know the channels of distribution and can explain which should be used by different businesses			
	I can explain promotion and the main types used by businesses.			
Weeks	Learning Focus	Assessment	Key Words	
1-2	Key examples of marketing taught with a focus on marketing data and the impact it can have on a business.	Knowledge test—role of marketing Exam question	Data, functions, marketing, role, sales, recognition, competition, Inform, identify, increase	
3-4	Can you segment a market in to smaller parts/ What key areas does segmentation include? Why does a segmented market help a business?	Knowledge test—segmentation Exam question	Segmentation, income, location, market, target market, religion, age, gender	
5-6	Why carry out research? What research should be carried out? What are the types of research? What are the pros and cons of the research types?	Knowledge test—market research Exam question	Primary, secondary, survey, quantitative, qualitative, quota, random, sample	
7-8	Marketing mix introduced. What are the 4ps? What affect do the 4 ps have on a business? Product introduced and product life cycle	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	
9-10	Pricing strategies taught and pros and cons of each Place taught with channels of distribution explained and examples of products linked in	Knowledge test—pricing Exam question Knowledge test—place Exam question	Competitor, Cost-plus, penetration, promotional, skimming Channel, producer, consumer, retailer, wholesaler	
11-12	Recap of marketing mix—looking at in context to different businesses	Knowledge test—promotions Exam question  Assessed exam question	Point of sale, advertising, price reduction, competitiveness, loss leader, free samples, social media, websites, television, print media, radio	