



## Topic: Enterprise in D&T

	Design & Technology	Progress		
Topic	Key ideas	R	A	G
Enter-prise	I will know ways in which products are bought to market			
	I understand what packaging is and how it helps sales			
	I can suggest pricing strategies			
	Customer or client led approaches for designing			
	I can understand marketing data in decision making			

Lesson	Learning Focus	Assessment	Key Words
1	Students have an awareness of market led or technology push ways to design and sell a product. Students can give examples of each.		Technology Push Market Led Product Goods Service
2	The packaging and aesthetics of a product is discussed. Materials used and symbols to be included by law is main focus,. Issues for non compliance		Packaging Symbols Consumer Laws Compliance Aesthetics
3	To sell a product students need to know that the price has an impact. The way in which the price is arrived it depends on costs, competitors, market. Students consider different markets and products sold	ILO on research of a market students are interested in	Skimming Penetration Cost Plus Promotional Psychological Competitor
4	Customer research—what does a business need to know? What would help a product and a business be more successful? Without some knowledge the business can fail. Considerations about the research gathered and how helpful it is		Research Primary Secondary Quantitative Qualitative
5	Data analysis—without data the business will struggle, incorrect data will lead to poor decisions . Tech push need less student driven data than market led businesses	End of module assessment	Data Analysis Interpretation Decision making
6	Summary of key learning in the term Case study of a business and students make their own decisions based on their learning—business in action	Feedback lessons and deep grid assessment	Case study



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