

High Tunstall College of Science Curriculum Intent

Subject: Marketing

Year: 10

Half Term 4



Topic: Marketing

	Business Studies	Progress		
Topic	Key ideas	R	A	G
Marketing	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.			
	I can complete an exam question on Marketing			
	I can link Marketing to Business Activity topics (prior learning)			

Lessons	Learning Focus	Assessment	Key Words
1 2	The role of marketing—recall Business Activity—recall	Exam questions Revision task	Inform, identify, increase
3 4	Marketing mix recap Product life cycle recap with an analogy task	Q&A	Promotion, price, place, channels of distribution and product
5 6 7 8 9 10 11	Pricing strategies introduced and explained. Pricing strategy defined and pros and cons given for each: Competitor and promotional pricing Penetration and skimming pricing Promotional and psychological pricing Cost plus pricing Summary of pricing techniques Assessment	Knowledge test—pricing Exam question	Competitor, Cost-plus, penetration, promotional, skimming, psychology, differential...
12—13 14	Marketing in context—examples of businesses which exist and how they market themselves Assessment	Exam style questions	Context, application, AO2
15 16—17 18—19 20	Place introduced Channels of distribution explained and examples of products given. Pros and cons of the channels Assessment	Knowledge test—promotions Exam question Assessed exam question	Product life cycle, mature, introduction, growth, decline. Design, invention, innovation
21—22 23 24 25	Summary revision activity based on all of marketing mix Links made between marketing mix and market research—how do business inter connect these Marketing campaign task to link all areas together Assessment	Exam questions used on Business activity and Marketing—students to interlink knowledge	Campaign