



Subject	Year	Term
Business	Year 10	2
Topic		
Marketing		
Content (Intent)		
Prior Learning (Topic) Business stakeholders and business growth		
In this section, students are required to study the role of marketing and market research, market segmentation and the marketing mix.		
Future Learning (Topic)		
What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)	
Knowledge and understanding of marketing includes learning the importance to business of identifying and understanding its customer needs to inform and increase sales, through market research, including, where to use both quantitative and qualitative data in market research.	Summative Assessment 1: Business Activity	
Knowledge of how to use different types of segmentation to target specific user groups and how these groups can differ. How the 4P's of the Marketing Mix work together to inform and implement business decisions and the interpretation of market data, to meet customer needs	Summative Assessment 2: Business Activity and Marketing	
Skills: Use business terminology to identify and explain business activity. Apply business concepts to familiar and unfamiliar contexts Develop problem- solving and decision- making skills relevant to business. Investigate, analyse and evaluate business opportunities and issues Make justified decisions using both qualitative and quantitative data, including its selection, interpretation, analysis and evaluation and the application of appropriate quantitative skills	Homework to test your understanding of ideas/concepts and application to exam style questions using GCP exam practice book	
	Formative Assessment in class: Knowledge tests and extended writing questions	
	Written exam: Paper 1: business, activity, marketing and people 80 marks	
	50 % of GCSE	
How can parents help at home?		
Support with homework and revision for mock exams. Discuss current affair issues by watching/reading the Business and Economic news. Download the BBC or use Flipboard app and set to business notifications to receive the most update articles. Buy revision guide and work to compliment class notes and homework. See reading list below.		
Helpful further reading/discussion (including Reading and Vocabulary Lists)		
Reading OCR GCSE 9-1 Business Third Edition – 9781471899632 GCSE CGP 9-1 Complete Revision and Practice Booklet - 9781782946915 GCSE CGP 9-1 Revision Exam Practice Workbook - 9781782946939	Vocabulary Lists Understanding customers, increasing sales, Market research, Primary, Secondary, Interpretation, Qualitative, Quantitative, Questionnaires, Focus Group, Survey, Interviews, Trialling, Census, Websites, Internal data. Segmentation, Location, Marketing Mix, Price, Place, Promotion, Product, Design, Invention, Innovation, Skimming, Cost Plus, Penetration, Competitor, Promotional, Loss Leaders, Print Media, Distribution Channels, Demand.	