

Subject	Year	Term
Enterprise and Marketing	10	3
Topic		
Marketing mix and branding		
Content (Intent)		
<p>Prior Learning (Topic) Whether a business proposal is financially viable</p> <p>In this section, students are required to study the marketing mix, advertising and promotion, the product lifecycle and pricing strategies</p>		
<p>Future Learning (Topic) Planning a presentation pitch (R069)</p>		
What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)	
<p>Learners will develop a brand identity to target a specific customer profile. Assess the perception of customers of differing brands and the use of logos and straplines to form a brand identity.</p> <p>Learners will explain the purpose of a promotional campaign and set promotional objectives; this will be learned through applying a wide range of marketing tools including the marketing mix and advertising methods</p> <p>Skills:</p> <p>Use business terminology to identify and explain differing elements of the marketing mix and how these can support the development of a product.</p> <p>Investigate and analyse differing marketing techniques from advertising to pricing strategies and the product life cycle. Be able to evaluate which strategy works best for a range of differing business situations and events, to make justified and informed decisions to familiar and unfamiliar contexts</p>	<p>Summative Assessment 1: On content covered</p> <p>Summative Assessment 2: Yr 10 mock exam paper</p> <p>Homework to test your understanding of ideas/concepts and application to exam style questions.</p>	
How can parents help at home?		
<p>Support with homework and revision for mock exams. Discuss current affair issues by watching/reading the Business 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.</p>		
Helpful further reading/discussion (including Reading and Vocabulary Lists)		
<p>Reading OCR Cambridge National Level 1/2 Enterprise and Marketing – 9781398351219</p>	<p>Vocabulary Lists</p> <p>Brand personality Customer perception Image Celebrity endorsement Digital advertng</p>	<p>Non- digital advertising Sales promotion Public relations Extension strategies Marketing mix</p>