Bishop Heber High School

Subject	Year	Term
Enterprise and Marketing	10	1

Topic

Understanding market research

Content (Intent)

Prior Learning (Topic) No Prior Learning

In this section, students are required to study the role of segmentation, market research and sampling methods

Future Learning (Topic) Financial viability

What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)
Learners will develop essential knowledge and understanding of enterprise, marketing and financial concepts, which can be applied to the other units within the qualification. Students will gain an understanding of; target market, including the need for segmentation to build a customer profile and the benefits and types of market segmentation, types of market research including physical and digital primary research, secondary research and types of sampling methods. Learners will Identify a customer profile, create a design mix. Review and finalise the design.	**Summative assessment1**: On content covered **Summative assessment 2:** Yr 10 mock paper Homework to test your understanding of ideas/concepts and application to exam style questions.
Skills: Use enterprise and marketing terminology to identify and explain business activity. Apply enterprise and marketing concepts to unfamiliar contexts. Develop problem- solving and decision-making skills relevant to business. Investigate, analyse and evaluate business opportunities and issues.	

How can parents help at home?

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.

Helpful further reading/discussion (including Reading and Vocabulary Lists)

Reading

OCR Cambridge National Level 1/2 Enterprise and Marketing – 9781398351219

Vocabulary Lists

Customer Segmentation
Primary research
Secondary research
Qualitative
Quantitative
Design mix
Cluster sample
Random sampling
Surveys
Consumer trials
Test Marketing
Differentiation