



Subject	Year	Term
Enterprise and Marketing	10	2
Topic		
Product Development and Attracting and Retaining Customers		
Content (Intent)		
Prior Learning (Topic) Understanding how to target a market and financial viability		
In this section, students are required to study role of product development, leading to how a business attracts and retains customers in the market.		
Future Learning (Topic) External Influences and Functional Areas		
What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)	
Learners will develop essential knowledge and understanding of how businesses develop their products, market them and use these theories to attract and retain customers within a competitive market.	Assessment1: Key Terminology Test (recap from T1)	
They will gain an understanding of; developing products, including the different stages of the product lifecycle, the importance of extension strategies and how to develop a strong and clear brand image. Leading to looking at the importance of external factors impacting on business linking into how these strategies aid attraction and retention of customers within the market.	Assessment 2: Key terminology test (for T2)	
	Assessment 3: End of unit test on Product Development	
	Assessment 4: Exam based questions on Attracting and Retaining Customers	
	Assessment 5: Yr10 Mock (partial paper)	
	Homework to test your understanding of ideas/concepts and application to exam style questions using GCP exam practice book	
Skills: Use business terminology to identify and explain product development techniques and key terms in attracting and retaining customers. Apply business concepts to familiar and unfamiliar contexts Develop problem- solving and decision-making skills relevant to business Investigate, analyse and evaluate different theories on product development and customer retention in order to decide the suitable options for different contexts. Make justified decisions using both qualitative and quantitative data, including its selection, interpretation, analysis and evaluation and the application of appropriate quantitative skills		
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 – 9781510456761	Vocabulary Lists Organisational Structures Pricing Strategies Span Of Control Sales Promotion Chain Of Command Point of Sale Advertising Delegation Subordinates Digital Communication	