Bishop Heber High School

Subject	Year	Term
Enterprise and Marketing	10	1

Topic

Understanding How to Target a Market and Financial Viability

Content (Intent)

Prior Learning (Topic) No Prior Learning

In this section, students are required to study role of segmentation and market research, leading to what makes a product or service financially viable.

Future Learning (Topic) Product Development

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. They will gain an understanding of; target market, including the need for segmentation and the benefits and types of market segmentation, types of market research including physical and digital primary research and secondary research and the role of customer feedback, and what makes a product or service financially viable including how to calculate key financial indicators for small businesses.	**Assessment1**: Test on segmentation **Assessment 2:** Key terminology test **Assessment 3:** End of unit test on understanding how to target a market **Assessment 4:** Exam based questions on Finance **Assessment 5:** End of unit test on Finance Homework to test your understanding of ideas/concepts and application to exam style questions using GCP exam practice book
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 – 9781510456761

Vocabulary Lists

Customer Segmentation
Profitability
Customer retention
Product development
Primary research
Secondary research
Revenue
Profit per unit
Cash Flow
Raw materials
Components