



Subject	Year	Term														
Enterprise and Marketing	9	3														
Topic																
Product Development																
Content (Intent)																
Prior Learning (Topic) What makes a product or service financially viable																
In this section, students are required to understand product development.																
Future Learning (Topic) Attracting and retaining customers																
What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)															
Explore and learn product development including the product lifecycle and its stages, the purpose of extension strategies and methods used. The role of product differentiation and the design mix The impact of external factors on product development including technology, economic and legal issues	Assessment 1: Exam based questions on the product life cycle 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.	Assessment 2: End of unit assessment on financial viability of product and services															
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 Guardian news app and set to environmental 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 <table border="0"> <tr> <td>Product lifecycle</td> <td>Adding value</td> </tr> <tr> <td>Introduction</td> <td>Product differentiation</td> </tr> <tr> <td>Development</td> <td>Design mix</td> </tr> <tr> <td>Growth</td> <td>Unique selling point</td> </tr> <tr> <td>Maturity</td> <td>External factors</td> </tr> <tr> <td>Decline</td> <td>Economic issues</td> </tr> <tr> <td>Extension strategy</td> <td>Legal issues</td> </tr> </table>		Product lifecycle	Adding value	Introduction	Product differentiation	Development	Design mix	Growth	Unique selling point	Maturity	External factors	Decline	Economic issues	Extension strategy	Legal issues
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