

| | Content Taught | Ref | ESSENTIAL KNOWLEDGE | Assessment | Rationale |
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| Year 10 | | | | | |
| HT1 | Students study a sequence of lessons focusing on market research and how to target a specific customer. | Topic Area 2: | Students develop essential knowledge in the following area: | FORMATIVE Recall questions, quizzes, Q&A | Students start the business course in Year 10, having completed a bridging unit on entrepreneurs. This task means students get an insight into the world of business and specific terminology associated with the subject. |
| | | 2.1 | The purpose of market research: <ul style="list-style-type: none"> - To reduce risk - To aid decision making - To understand the market - To gain customers' views and understand their needs/wants - To inform product development - To understand how a good/service complements others on the market | SUMMATIVE Knowledge Organiser test | Enterprise and marketing concepts are introduced in Year 10 including market research, data and market segmentation to embed fundamental essential knowledge which will be used through the term. |
| | | 2.2 | Primary market research methods <ul style="list-style-type: none"> - Observations Questionnaires/surveys/interviews - Focus groups - Consumer trials - Test marketing / pilots | At the end of the half term students will complete a bringing it all together task based on cumulative knowledge from the half term. This will include an extended writing piece and short and long question responses. | Students will apply this essential knowledge to future scenario-based tasks. Reading for Depth: How to know when it's time to do market research - The Business Journals (bizjournals.com) |
| | | 2.3 | Secondary market research sources <ul style="list-style-type: none"> - Internal data - Books/newspapers/trade magazines - Competitors' data - Government publications and statistics - Mintel or similar | | |
| | | 2.4 | Types of data <ul style="list-style-type: none"> - Quantitative - Qualitative | | |
| | | 2.5 | Types of market segmentation | | |

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| | | <p data-bbox="590 342 632 367">2.6</p> <ul data-bbox="716 103 877 302" style="list-style-type: none"> - Age - Gender - Occupation - Income - Location - Lifestyle <p data-bbox="716 342 1083 402">The benefits of market segmentation to a business</p> <ul data-bbox="716 410 1161 675" style="list-style-type: none"> - Ensures specific customer needs are matched and met - Potential for increased profits/profitability - Enables targeted marketing - Increased customer retention - Potential for an increase in market share <p data-bbox="590 719 680 813">Topic Area 1: 1.1</p> <p data-bbox="716 753 1161 915">How to select appropriate primary and secondary market research methods and data types in order to complete meaningful research:</p> <ul data-bbox="716 924 1161 1256" style="list-style-type: none"> - Identifying the overall aims of the research - Selecting appropriate research methods to gather relevant information - Selecting appropriate research types - Identifying factors that businesses need to consider when completing research: <p data-bbox="716 1268 989 1395">Cost Location Personnel availability Time</p> <p data-bbox="716 1438 974 1466">Sampling methods:</p> <ul data-bbox="716 1474 825 1497" style="list-style-type: none"> - Cluster | | |
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| | | | <ul style="list-style-type: none"> - Convenience - Random - Quota <p>Use appropriate market research tools for a business proposal:</p> <ul style="list-style-type: none"> - Choosing a sampling method appropriate to a given scenario - Using appropriate skills: <p>ICT</p> <p>verbal communication</p> <p>non-verbal communication e.g. eye contact, body language</p> <p>written communication</p> <ul style="list-style-type: none"> - Checking the accuracy of secondary research: <p>Reliability of sources</p> <p>Check the accuracy of information against a second source</p> | | |
| | | 1.2 | <p>Review the results of market research</p> <ul style="list-style-type: none"> - Methods of collating data <p>Frequency table</p> <p>Table</p> <p>Tally chart</p> <ul style="list-style-type: none"> - Methods of presenting data <p>Charts</p> <p>Diagrams</p> <p>Tables</p> | | |
| HT2 | In this half term students will focus on how to identify a customer profile and develop a product proposal. Content will include: | <p>Topic Area 2:</p> <p>2.1</p> | <p>Students develop essential knowledge in the following areas:</p> <p>Identify potential customers and build a customer profile based on market research findings</p> <ul style="list-style-type: none"> - How to apply market segmentation to build a customer profile: - Age | <p>FORMATIVE</p> <p>Recall questions, quizzes, Q&A</p> <p>SUMMATIVE</p> <p>Knowledge</p> <p>Organiser test</p> <p>At the end of this half term</p> | <p>This half term builds upon essential knowledge developed in half term 1 when students study market research to target a specific customer and design a business proposal.</p> <p>This knowledge will be built upon further when students learn how to identify a customer profile and develop a product proposal in half term 2.</p> |

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| | | <p>Topic Area 3: 3.1</p> | <ul style="list-style-type: none"> - Gender - Occupation - Income - Lifestyle - Location <p>Create a design mix for a new product Function</p> <ul style="list-style-type: none"> - Aesthetics - Features needed to make the product attractive to the customer - Features which create a USP - How market segment(s) influence the aesthetics <p>Economic manufacture</p> <ul style="list-style-type: none"> - Price potential customers are willing to pay - How market segment(s) may influence the potential selling price - Added value - How costs affect the ability to break-even/make a profit | <p>students will be assessed on their bringing it all together tasks which will incorporate essential knowledge from the half term. This will require students to write an extended answer (based on producing a business proposal linked to a given scenario)</p> | <p>Students must have the knowledge of market research to be able to apply to create a customer profile and relate to a given scenario. Therefore, this half term builds on the knowledge developed in HT1</p> <p>Reading Breath: A Modern Approach to Applied Market Research: The Process, Methods and Tools to Conduct Business Research: Amazon.co.uk: Shah, Mr Obaid: 9781739655617: Books</p> |
| | | 3.2 | <p>Produce designs for a new product</p> <ul style="list-style-type: none"> - Use market research to inform product designs - Relate product designs to a business brief - Use current creative techniques | | |
| | | 3.3 | <p>Review designs for a new product</p> | | |
| | | 3.3.1 | <p>How to review designs for a product proposal Self-assessment</p> | | |

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| | | 3.3.2 | <ul style="list-style-type: none"> - Plan methods of gaining feedback on a design proposal - Gain feedback via: <ul style="list-style-type: none"> - Verbal feedback such as peer discussions, telephone surveys, focus groups with target customers - Written feedback such as printed questionnaires, email surveys - Online feedback such as social media, online communities, Survey Monkey <p>How to finalise a design after feedback</p> | | |
| HT3 | <p>In half term 3 students will study a sequence of lessons with a focus on what makes a product financially viable and review whether a business proposal is financially viable. Content includes:</p> <p>Cost Revenue Profit and loss Break-even Cash Financial viability</p> | <p>Topic Area 3:</p> <p>3.1</p> <p>3.2</p> | <p>Students develop essential knowledge in the following areas:</p> <p>Cost of producing the product Fixed costs (costs which do not vary with output)</p> <ul style="list-style-type: none"> - Advertising - Insurance - Loan interest - Rent - Salaries - Utilities <p>Variable costs (costs which vary with output)</p> <ul style="list-style-type: none"> - Raw materials / components - Packaging - Wages <p>Total cost</p> <ul style="list-style-type: none"> - Fixed costs + variable costs <p>Revenue generated by sales of the product</p> | <p>FORMATIVE Recall questions, quizzes, Q&A</p> <p>SUMMATIVE Knowledge Organiser tests</p> <p>At the end of this half term students will be assessed on their bringing it all together task which will incorporate essential knowledge gained from this half term. The extended writing will require students to about whether business proposals are financially viable.</p> | <p>This half term builds upon essential knowledge developed in half term 2 when students learn how to identify a customer profile and develop a product proposal.</p> <p>This knowledge will be built upon further when students learn what makes a product financially viable and review whether a business proposal is financially viable in half term 3.</p> <p>The key knowledge from the previous half term will ensure students can complete bringing it all together tasks based on their knowledge of the customer profile and the design mix.</p> <p>Reading Consolidation: Financial Viability A Complete Guide - 2019 Edition eBook : Blokdyk, Gerardus: Amazon.co.uk: Kindle Store</p> |

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| | | <p>3.3</p> <p>3.4</p> <p>3.5</p> <p>Topic Area 4:</p> <p>4.1</p> | <p>Calculate total revenue (Selling price per unit x Number of sales)</p> <p>Profit/Loss Calculate profit/loss per unit = Revenue (selling price) per unit - Total costs per unit - Calculate profit for a given level of output = Total revenue - Total costs</p> <p>How to use the formula for break-even as an aid to decision making Definition of break-even = the level of output where Total revenue = Total costs</p> <p>Formula for break-even quantity Fixed costs Selling price per unit - Variable cost per unit</p> <p>Interpretation of a break-even graph to identify the break-even point</p> <p>How break-even information is used by an entrepreneur</p> <p>Importance of cash The difference between cash and profit</p> <p>Consequences of a lack of cash</p> <p>Calculate cost, revenue, break-even and profit relating to a business proposal - Variable costs - Total costs</p> | | |
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| | | 4.2 | <ul style="list-style-type: none"> - Proposed selling price per unit - Revenue - Break-even level of sales including the impact of a change in price - Profit per unit - Total profit <p>Apply an appropriate pricing strategy</p> <ul style="list-style-type: none"> - How to select an appropriate pricing strategy based on market research findings and customer Profile | | |
| | | 4.3 | <p>Review the likely financial viability of a business proposal</p> <ul style="list-style-type: none"> - Likelihood to break-even - Likelihood to make a profit | | |
| HT4 | Students study a sequence of lessons focusing on reviewing the likely success of a given business proposal | Topic Area 5: | In this half term students will develop essential knowledge in the following areas: | FORMATIVE Recall questions, quizzes, Q&A | This half term builds upon essential knowledge developed in half term 3 when students learn what makes a product financially viable and review whether a business proposal is financially viable. |
| | | 5.1 | Risks and challenges when launching a new product | SUMMATIVE Knowledge Organiser tests, | This knowledge will be built upon further when students review the likely success of a business proposal in half term 4. |
| | | 5.1.1 | Identify the risks and challenges when launching a new product | At the end of this half term students will be assessed on an extended writing piece relating to the risks of launching a new product | Students must use the key knowledge of product viability which they learnt in the previous half term to ensure they can complete a bringing it all together task on this topic. |
| | | 5.1.2 | <ul style="list-style-type: none"> - Impact of external factors - Competitors - Lack of business experience - Making a loss - Overestimating/underestimating consumer demand - Overspending on a budget <p>How the impact of risks and challenges can be minimised/overcome:</p> <ul style="list-style-type: none"> - Use of experienced advisors - Contingency planning - Detailed research | | Reading consolidation: GCSE Business - Risk & Reward - Bing video |

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| | | | - Attending training courses | | |
| HT5 | Students will study a sequence of lessons focusing on creating a marketing mix to support a product and developing a brand identity to target a specific customer profile. Content includes: Marketing mix Advertising medium Promotion Branding Opportunities and threats | Topic Area 4: 4.1 4.2 4.3 | In half term 5, students will develop essential knowledge in the following areas: The marketing mix elements for a good/service - Product - Price - Place - Promotion How the elements of the marketing mix work together - Each element affects the appropriateness of decisions regarding other elements - Consideration of the whole marketing mix and how the elements work together to create a specific brand image, such as premium or economy - Satisfying the target market segment's needs Types of advertising medium used to attract and retain customers and the appropriateness of each Non-digital - Leaflets - Newspapers - Magazines - Radio - Posters / billboards - Cinema Digital - Social Media – video, feedback, social networks - Websites | FORMATIVE Recall questions, quizzes, Q&A SUMMATIVE Knowledge Organiser tests. At the end of this half term students will be required to write an extended writing piece of work assessing their understanding of developing a brand identity including knowledge of promotion, branding and advertising. | This half term builds upon essential knowledge developed in half term 4 and previous half terms when students review the likely success of a business proposal. This knowledge will be built upon further when students learn about creating a marketing mix to support a product and develop a brand identity to target a specific customer profile in half term 5. Reading Breath: Book of Branding - a guide to creating brand identity for startups and beyond : Radim Malinic: Amazon.co.uk: Books |

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| | | | <ul style="list-style-type: none"> - Online banners / pop-ups - SMS texts - Podcasts - Vlogs / blog | | |
| | | 4.4 | <p>Sales promotion techniques used to attract and retain customer and the appropriateness of each</p> <ul style="list-style-type: none"> - Discounts - Competitions - Buy one get one free (BOGOF) - Point of sale advertising - Free gifts/product trials - Loyalty schemes - Sponsorship | | |
| | | 4.5 | <p>Public relations</p> <ul style="list-style-type: none"> - Product placement - Celebrity endorsement - Press / media releases | | |
| | | Topic Area 1: | | | |
| | | 1.1 | <p>What is a brand?</p> <p>Brand personality</p> <ul style="list-style-type: none"> - Durable - Luxurious - Sporty - Value for money - Exciting | | |
| | | 1.2 | <p>Why branding is used</p> <ul style="list-style-type: none"> - Trust - Brand recognition - Product image - Differentiation - Adding value - Customer loyalty | | |
| | | 1.3 | <p>Branding methods</p> <ul style="list-style-type: none"> - Brand name | | |

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| | | <ul style="list-style-type: none"> - Logo - Sound/jingle - Strapline - Characters - Celebrity endorsement | | |
| | | <p>1.4 Produce a competitor analysis</p> <p>1.4.1 Key factors when researching competing brands</p> <ul style="list-style-type: none"> - Strengths - Weaknesses - Unique selling point - How the product proposal differs to those brands <p>1.4.2 Identify opportunities and threats in the external environment</p> <ul style="list-style-type: none"> - Economic - Social - Technological - Ethical | | |
| HT6 | <p>Students continue to study a sequence of lessons focusing on creating a marketing mix to support a product and creating a promotional campaign for a brand and product. Content includes:</p> <p>PR Selling Product lifecycle Pricing strategies Promotional plan and materials</p> | <p>Topic Area 4:</p> <p>4.5 Public relations</p> <ul style="list-style-type: none"> - Product placement - Celebrity endorsement - Press / media releases <p>4.6 How to sell the good/service to the consumer</p> <ul style="list-style-type: none"> - Physical – shops, face to face - Digital – e-commerce, websites, social media marketplace sites, online auction sites, downloads <p>4.7 The product lifecycle</p> <ul style="list-style-type: none"> - Development | <p>FORMATIVE Recall questions, quizzes, Q&A</p> <p>SUMMATIVE Knowledge Organiser tests</p> <p>At the end of this half term students will be assessed on a bringing it all together task which relates to factors that may impact the</p> | <p>This half term builds upon essential knowledge developed in half term 5 when students learn about creating a marketing mix to support a product and develop a brand identity to target a specific customer profile.</p> <p>This knowledge will be built upon further when students learn about creating a marketing mix to support a product and create a promotional campaign for a brand and product in half term 6.</p> <p>Reading Consolidation: Product life cycle - Product - Eduqas - GCSE Business Revision - Eduqas - BBC Bitesize</p> |

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| | | | <ul style="list-style-type: none"> - Introduction - Growth - Maturity - Decline | <p>success of a business proposal. This will be an extended writing piece</p> | |
| | | 4.8 | <p>Extension strategies for products in the product lifecycle and the appropriateness of each</p> <ul style="list-style-type: none"> - Advertising - Price changes - Adding value (improving the specification of an existing product) - Exploration of new markets (geographic or target market) - New packaging | | |
| | | 4.9 | <p>Factors to consider when pricing a product to attract and retail customers</p> <ul style="list-style-type: none"> - Income levels of target customers - Price of competitor products - Cost of production - Stage of the product life cycle | | |
| | | 4.10 | <p>Types of pricing strategies and the appropriateness of each</p> <ul style="list-style-type: none"> - Competitive pricing - Psychological pricing - Price skimming - Price penetration | | |
| | Topic Area 2: | 2.1 | <p>How to create a promotional campaign for a product/brand</p> | | |
| | | 2.1.1 | <p>Explain the objectives of a promotional campaign</p> <ul style="list-style-type: none"> - To raise awareness of a product or service - To differentiate - To create market presence | | |

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| | | <p>2.1.2</p> <p>Create a plan for a promotional campaign</p> <ul style="list-style-type: none"> - To increase market share - Appropriate timeframe for a whole campaign - Appropriate timeframe for each activity within a promotional campaign - Importance of review phase within a promotional campaign - Importance of Key Performance Indicators (KPIs) within the promotional campaign | | |
| | | <p>2.1.3</p> <p>How to create appropriate promotional materials</p> <ul style="list-style-type: none"> - Appropriate for a given business proposal - Appropriate for customer profile - Complementary to each other and to the promotional materials | | |