



Business Studies Year 11 Medium Term Plan

Autumn Term 1

Learning Overview (Contents)	Unit 4 - Marketing - Market research - The market
Assessment Opportunities	End of topic Tests End of term assessment
Textbooks Published Lesson Resources	Pearson Edexcel International GCSE (9-1) Business

Week Number	Learning Overview / objective (outlined above)	What should pupils know, understand and be able to do by the end of the week? (Use clear Success criteria)
1	Unit 4 – Marketing - Market Research	- The purpose of market research: - to identify and understand customer needs - to identify gaps in the market - to reduce risk - to inform business decisions.
2	Unit 4 – Marketing - Market Research	- Methods of market research: - primary research: - survey - questionnaire - focus group - observation - test marketing - secondary research: - internet - market reports - government reports.
3	Unit 4 – Marketing	- The use of data in market research:

	- Market Research	qualitative and quantitative data the role of social media in collecting market research data the importance of the reliability of market research data.
4	Unit 4 – Marketing - The Market	- Importance of marketing: satisfying customer needs building customer relationships keeping customer loyalty market orientation and product orientation market share and analysis niche and mass marketing
5	Unit 4 – Marketing - The Market	- Responding to changes in the market: changing customer needs changing customer/consumer spending patterns increased competition
6	Unit 4 – Marketing - The Market	- How businesses use market segmentation to target customers: identifying market segments: location demographics lifestyle income age.
7	Unit 4 – Marketing	End of term assessment



Business Studies Year 11 Medium Term Plan

Autumn Term 2

Learning Overview (Contents)	Unit 4 – Marketing - Marketing Mix - Product - Price - Place - Promotion
Assessment Opportunities	End of topic Tests End of term assessment
Textbooks Published Lesson Resources	Pearson Edexcel International GCSE (9–1) Business

Week Number	Learning Overview / objective (outlined above)	What should pupils know, understand and be able to do by the end of the week? (Use clear Success criteria)
1	Unit 4 – Marketing - The Marketing Mix	- Introduction to Marketing Mix Product: - development of a new product/service - the difference between goods and services
2	Unit 4 – Marketing - The Marketing Mix	Product: - packaging and its importance - product life cycle – main phases and extension strategies - managing and reviewing the product portfolio (Boston matrix).
3	Unit 4 – Marketing - The Marketing Mix	Price: - The main pricing strategies and when they might be applied: - cost plus

		penetration competition skimming promotional
4	Unit 4 – Marketing - The Marketing Mix	Place - distribution channels: methods of distribution - retailers & e-tailers (e-commerce). Promotion: promotion strategies for different market segments: advertising sponsorship product trials special offers branding
5	Unit 4 – Marketing - The Marketing Mix	Promotion - above the line and below the line promotion techniques - public relations – improving company image/brand
6	Unit 4 – Marketing - The Marketing Mix	Promotion - the use of technology in promotion: targeted advertising online viral advertising via social media e-newsletters - the importance of a brand.
7	Unit 4 – Marketing	Assessment end of term