



## MAGHULL HIGH SCHOOL – CURRICULUM MAP

Unit: 2	Learning aim A	Learning aim A	Learning aim A	Learning aim B	Learning aim B
LESSON TOPIC QUESTION(S)	A1: What is the role of marketing?	A1: What are marketing aims & objectives?	A1: What Influences on marketing activity?	B1: What is the purpose of researching information to identify the needs and wants of customers?	B2: How can Market research methods be used?
<b>Knowledge &amp; Skills development</b>	Principles and purposes of marketing. Understanding customer wants and needs Developing new products Improving profitability Increasing market share Diversification Increased brand awareness and loyalty Internal influences External influences To identify target markets To identify size, structure and trends in the market To identify competition.				
<b>Assessment / Feedback Opportunities</b>	<b>Formative Assessment</b> Classroom activity - Class Discussion - Questioning pupils – verbal feedback – exam questions – end of section coursework		<b>Summative assessment</b> Controlled assessment in January		
<b>Key Vocabulary</b>	Anticipating demand, recognising demand, stimulating demand,, satisfying demand. Mass and niche, branding, brand personality, brand image, unique selling point (USP), implications of business size for marketing activity, budgetary constraints, availability of specialist staff. Social, technological, economic, environmental, political, legal and ethical. Primary and secondary research.				

<b>Literacy/Reading opportunities</b>	<p>The Smart Marketing Book: The Definitive Guide to Effective Marketing Strategies (Concise Advice)</p> <p>by Dan White</p> <p>Radical Business Model Transformation: Gaining the Competitive Edge in a Disruptive World, by Carsten Linz, Günter Müller-Stevens and Alexander Zimmerman</p>
<b>Cross Curricular Themes</b>	<p>English</p> <p>ICT</p> <p>DT</p>
<b>Personal Development (Including British Values, RSE, Citizenship)</b>	<ul style="list-style-type: none"> <li>• Personal self</li> <li>• the nature of rules</li> <li>• how information and data is generated</li> </ul>
<b>Career Opportunities</b>	<p>Business adviser – Business analyst – Financial Advisor</p>