



Component 3	Learning Aim A	Learning Aim A	Learning Aim A	Learning Aim A	Learning Aim A
LESSON TOPIC QUESTION(S)	What is Market segmentation?	What is the marketing mix?	How do we know an enterprise uses the marketing mix?	What are the factors affecting that will affect an Enterprise when choosing marketing methods?	Why is trust and reputation important to an enterprise?
Knowledge & Skills development	<u>Theory Knowledge</u> Explore the different methods of promotion used by enterprises, their suitability for different sizes of enterprise, including the factors they consider when choosing the most appropriate Importance of brand image: perceptions of quality, value, variety and customer service. Importance of reputation: actions of the enterprise and how they affect public opinion Consider why an enterprise targets its market, and the impact this has on promotion Consider the factors affecting the choice of promotional method for an enterprise			<u>Digital Skills</u> Use of technology Digital research methods Use of range of software	
	Assessment / Feedback Opportunities			Summative assessment	
Key Vocabulary	Formative Assessment			Summative assessment test	
	Workbook activity			Rubric Assessment	
Literacy/Reading opportunities	Class Discussion			Live marking	
	Questioning pupils			End of section tests	
Literacy/Reading opportunities	Verbal Feedback				
	Live Marking				
Literacy/Reading opportunities	Advertising – Message – Medium – Promotion – Incentives – Coupons – Competitions – Money off – Loyalty Incentives – Discounts – Public relations – Exhibitions – Sponsorship – Press Releases – Direct marketing				
	Business to business – Business to Consumer – Demographics – Age – Race – Religion – Gender – Family Size – Ethnicity – Income – Education Level – Socio-Economic Group – Geographic – Psychographic – Behavioural				
Literacy/Reading opportunities	Enterprise – Budgetary Constraints – Appropriateness – Target Market				

Cross Curricular Themes	Art and Design – Considering why businesses appeal to target audiences through the use of colour, logo and different promotional methods.
Personal Development (Including British Values, RSE, Citizenship)	<p>Listening to others</p> <p>Responding suitable in discussions</p> <p>Taking part in group activates</p> <p>Respectful of other peoples views</p>
Career Opportunities	Business adviser – Business analyst – Business development manager – Entrepreneur