



Unit: App Promotion Project	Lesson 1	Lesson 2	Lesson 3	Lesson 4	Lesson 5	Lesson 6
LESSON TOPIC QUESTION(S)	How can tech help people and society?	How do business identify their audience?	How do people learn about a new product?	Can I attract people to a new product?	Can I attract people to a new product?	Why are budgets important?
Knowledge & Skills development	<p align="center"><b>Theory Knowledge</b></p> <p><i>Understand the different types of marketing a new product</i>  <i>Know why it is important to research product before development</i>  <i>Understand how different marketing materials will appeal to different people</i>  <i>Know what a budget is and why it is important to plan out finances</i>  <i>Know different types of audiences and why it is important to know your audience</i>  <i>How to attract and persuade your target market</i></p>			<p align="center"><b>Digital Skills</b></p> <p><i>Be able to effectively research for a given topic, producing results that help solve a problem</i>  <i>Be able to record findings and store files in a structured way</i>  <i>Be able to use a variety of software packages including word processing, presentation, cloud-based services and graphic packages to meet a brief</i>  <i>Be able to accurately use spreadsheet software to model different scenarios to find a suitable solution</i></p>		
Assessment / Feedback Opportunities	<p><b>Formative Assessment</b></p> <p>Workbook activity            Class Discussion            Questioning pupils            Verbal Feedback            Live Marking</p>			<p><b>Summative assessment</b></p> <p>Student Portfolio</p>		
Key Vocabulary	Logo, Primary Research, Secondary Research, Customers, Target Markets, Persuading, Audiences, Inform, Marketing, Demographics					
Literacy/Reading opportunities	<p><b>Books</b></p> <p>Starting Your Own Business: Become an Entrepreneur!            Rebel Girls Awesome Entrepreneurs: 25 Tales of Women Building Businesses            The 7 Habits of Highly Effective Teenagers            Be A Young Entrepreneur</p> <p><b>Website for technology news</b></p> <p><a href="https://newsforkids.net/category/all_news/science/technology/">https://newsforkids.net/category/all_news/science/technology/</a>  <a href="https://www.dogonews.com/category/technology">https://www.dogonews.com/category/technology</a></p>					

<b>Cross Curricular Themes</b>	Maths – Budgeting
<b>Personal Development (Including British Values, RSE, Citizenship)</b>	C6 - the functions and uses of money, the importance and practice of budgeting, and managing risk.
<b>Career Opportunities</b>	Digital Marketing Manager, Content Creator, Brand Manager, Marketing Coordinator, Graphic Designer, Market Research Analyst