| Year 10 Term 5 - Business | In Business and Economics our mission is to stimulate and challenge our students to excel and provide a desire for lifelong learning and pursue careers in the world of Business, Economics and ICT. |
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| **Enquiry Questions: Which P is the most important element of the marketing mix?** |
| **Unit title: Making the business effective**You are going to learn about the important elements for an effective marketing campaign. |
| **Knowledge**Students will know about… | **Application/Skills**Students will be able to… | Vocabulary*(Tier 2 and 3)* | Home Learning | Assessment | Extra ResourcesExtended Reading | Cultural Capital |
| Types of business ownershipsThe importance of business locationThe importance of each of the marketing mix.Impact of competition on a businesses marketing mix.Impact of technology on a business’s marketing strategy. | identify the legal status of a business by analysing its characteristics.Examine the reasons why a business may choose certain locationAdapt the marketing mix to a business to create and develop an effective marketing strategy. Consider the growth of social media and other sources of technology such as e-commerce and m-commerce. Understand the importance of the marketing mix how they are interlinked | Sole TraderPartnershipsPrivate limited FranchiseMarketing MixPredatory pricing.Cost plus pricing.E-commerceM-commerceLimit pricing | Answering exam style questions.Working through worksheets and case studies to develop business context.  | Improve quality of writing by practicing writing essays to improve academic literacy.Termly assessments covering what you have learnt | BBC NewsThe GuardianCity AM newspaper | Why is predatory pricing illegal?  |
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