| 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 Resources  Extended Reading | Cultural Capital |
| Types of business ownerships  The importance of business location  The 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 location  Adapt 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 Trader  Partnerships  Private limited  Franchise  Marketing Mix  Predatory pricing.  Cost plus pricing.  E-commerce  M-commerce  Limit 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 News  The Guardian  City AM newspaper | Why is predatory pricing illegal? |
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