| Year 11 Term 2 - 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: Why does the element of the marketing mix impact our buying decision?** | | | | | | |
| **Unit title: Making Marketing Decisions**  Explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace. | | | | | | |
| **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 |
| Various pricing strategies  Various promotional strategies  Using the marketing mix to make decisions | Understand influences on pricing strategies: technology, competition, market segments, product life cycle  Appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding  Explore the use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters | Competitive pricing  Discrimination pricing  Cost plus pricing  Viral advertising  Targeted advertising  e-newsletters  Understand how each element of the marketing mix can influence other elements. Explore how to use the marketing mix to build competitive advantage. Examine an integrated marketing mix can influence competitive advantage | Answering exam style questions.  Working through worksheets and case studies to develop business context. | Improve quality of writing by practising writing essays to improve academic literacy.  Termly assessments covering what you have learnt | BBC News  Channel 4 News  The Guardian  City AM newspaper | Why does Apple mobile phones out sell Samsung, despite Samsung being known for its quality? |
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