



Curriculum Overview for Business Enterprise Year 10

<p>Half Term 3</p> <p>Substantive Knowledge: Businesses exist to make a profit. To do this they need to identify customers, understand customer needs and competitors' behaviour through market research methods and the suitability of the market research methods</p> <p>Disciplinary Knowledge: Identify, evaluate, analyse, explain, show understanding, apply knowledge on key aspects of marketing. How to identify the needs of the customer, the behaviour of the competitor and which market research method to use.</p>		<p>Model reading Reading out loud Skim and Scan of source information Decoding terms Etymology of key terms</p>
		<p>Customers, Marketing, Segmentation, Segmented, Market Research, Primary Research, Secondary Research, The Marketing Mix, Product, Brand, Packaging, Product Life Cycle, Extension Strategies, Price, Cost Plus, Competitive Pricing, Penetration Pricing, Skimming, Psychological Pricing, Loss Leaders, Price Discrimination, Promotion, Printed Media, Flyers, Broadcast Media, Radio, Television, Cinema, Point of Sale, Online, Sales Promotion, Direct Marketing, Product Distribution Channels, Multi-Channel Distribution</p>
		<p>Formative assessment Knowledge checks Quiz Practice questions Summative assessment End of unit assessment</p>
		<p>Seneca Practice questions Revision tasks Research tasks – research project – design packaging.</p>