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| **What will we be learning?**Marketing | **Why this? Why now?**Students should understand the interdependent nature of business operations, human resources, marketing and finance. Encompasses the ways in which businesses identify, understand and target their customers with advertising and other methods of promoting their products. | **Key Words:**ExchangeNeedWantSales volumeSales valueSegmentationMarket researchMarket segmentPrimary and secondary market researchMarketing mixProduct portfolioProduct life cycleExtension strategiesPricingPromotionDistribution E & M commerce |
| **What will we learn?**The importance of understanding customers and meeting their needs and wantsDangers of not meeting customer needs effectivelySegmentationMarket research and the marketing mixPricing decisionsFactors that influence the marketing mix and linking these factorsChoosing the right distribution channel |
| **What opportunities are there for wider study?**Students review and discuss current news articles, which relate to current topics and they can consider the practical application of business concepts by reviewing and discussing a range of news and video articles. The wider study provides the opportunity for students to explore theories and concepts in real business settings. |
| **How will I be assessed?**Summary questionsCase studiesEnd of topic test – summative assessment |