

Curriculum Sequencing Overview

BDS 9.4 Marketing

| Unit 1 | | | | | | | | |
|--------------------------|--|----------|--|----------|--|----------|---|----------|
| Week | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| Date wb | 27/03/22 | 17/03/23 | 24/03/23 | 03/04/23 | 10/04/23 | 17/04/23 | 24/04/23 | 01/05/23 |
| Key Dates | | | | | | | Week beginning 24/03/23 start KA | |
| Big Ideas (key concepts) | Students will learn how all business have to legally belong to a type. They will learn about Sole traders, partnerships and LTDs | | Students will learn about PLCs, charities (NPOs). Students will then choose a charity of choice and will make a presentation about them (group work) | | Students and class teacher will assess and deliver presentations with some assessment criteria. | | Students and class teacher will assess and deliver presentations with some assessment criteria. KA assessment | |
| Lesson Topics Sequence | 1. Investigating Marketing and brands 2. Identifying customer needs 3. Market segmentation | | 4. Market research 5. Creating primary research 6. The marketing mix | | 7. Summarising research 8. Marketing Mix – Product and Promotion 9. Marketing Mix – Price and Place. | | 10. Shop opening task. 11. Shop opening task continued 12. KA | |
| Key Assessments | | | | | | | teacher assessment of Shop opening task Knowledge Test | |
| Home Learning | Learn set 1 to 6 from KO 4 | | Learn set 7 to 12 from KO 4 | | Learn set 13 to 18 from KO 4 | | Learn set 19 to 25 from KO 4 | |