

Curriculum Overview – Y11 GCSE Business Unit 2

Unit 2								
Week	1	2	3	4	5	6	7	8
Date wb	14 th Nov	21 st Nov	28 th Nov	5 th Dec	12 th Dec	2 nd Jan	9 th Jan	16 th Jan
Key Dates		Y11 Mock Exams	Y11 Mock Exams					
Big Ideas (key concepts)	Mock Exam Preparation	Mock Exams		Customer Service	Unit 5 Introduction - Marketing		The marketing mix	
Lesson Topics Sequence	1. Unit 1 Revision 2. Unit 2 Revision 3. Extended writing practice	Mock Exams Uninterrupted lessons will focus on revision.	Mock Exams Uninterrupted lessons will focus on revision.	4. Methods of customer service 5. Evaluating effective customer service 6. Mock Exam Feedback	7. Understanding customers 8. Market segmentation 9. The purpose of market research	10. Types of market research 11. Market research and decision making 12. Marketing case study	13. Understanding the 4 Ps 14. Product development and USPs 15. Knowledge assessment	16. Product Life Cycle 17. Product portfolio and the Boston Matrix 18. Pricing Methods
Key Assessments		Mock Exams					Knowledge assessment (based on KO)	
Home Learning	Exam Revision	N/A	N/A	Practice exam questions	Practice exam questions	Self-quizzing of KO	Practice exam questions	Practice exam questions