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| **Core Knowledge Map** |
| Subject: Business | Year: 10 | Term: Summer 2 |
| What are we learning? |
| 2.2 Making Marketing Decision |
| How will I be assessed  |
| Answering questions on Smart revise. Marked by teacher, peer and self. Assessment – 2.2 end of topic test - 45 mins |
| Big questions: |
| Who do businesses develops beyond the start-up phase, with an emphasis on aspects of marketing, operations, finance and human resources? |
| How does this build on previous learning? | How will this link to my future learning? |
| Theme 1 Investigating a Business  | 2.3 Making Operational Decisions |
| Core knowledge: | Key vocabulary: |
| **The design mix**: function, aesthetics, cost.**The product life cycle:** the phases of the product life cycle extension strategies.**The importance to a business of differentiating a product/ service.** Boston Matrix.**Price:** pricing strategies influences on pricing strategies: technology, competition, market segments, product life cycle.**Promotion:** appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, brandingthe use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters.**Place:** methods of distribution: retailers and e-tailers (e-commerce).**Place:** methods of distribution: retailers and e-tailers (e-commerce).**Using the Marketing mix to make business decisions:** How each element of the marketing mix can influence other elements. Using the marketing mix to build competitive advantage. How an integrated marketing mix can influence competitive advantage.  | AdvertisingAestheticsBranding DifferentiationDistributionEconomic manufacture(Cost) e-tailer 1Extension strategyFunctionMarketing Pricing strategyProduct life cycleProduct Product trial Retailer Special offers Sponsorship Viral advertising |
| Need more help? |
| Google Website for revision maps, exam technique and revision guides. [Business 9-1 - 2.2 (google.com)](https://sites.google.com/okehamptoncollege.devon.sch.uk/business-gcse/2-2) |