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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, branding  the 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. | | | Advertising  Aesthetics  Branding  Differentiation  Distribution  Economic manufacture  (Cost)  e-tailer 1  Extension strategy  Function  Marketing  Pricing strategy  Product life cycle  Product  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) | | | |