



### Curriculum Intent

#### Subject: Marketing and Enterprise Year 9

	What	Crucial Knowledge	Why?
Term 1-1	R067 (Exam)  Market research to target a particular customer (Topic Area 2)	<p><b>Market segmentation</b> is the dividing of a market for a product or service into sections or segments in order to target particular customers.</p> <p><b>Market research</b> is the actions of a business to gather information about customers' need and wants. It is made up of:</p> <ul style="list-style-type: none"> <li>• <b>Primary (Field) Research</b> – The gathering of data and information that has not been collected before.</li> <li>• <b>Secondary (Desk) Research</b> – The gathering of data and information that has already been collected before</li> <li>• <b>Quantitative v Qualitative Data</b></li> </ul>	<p>Pupils are able to consider how a business ensures that the product and/or service it offers meet the needs and wants of its customers.</p> <p>Pupils are also able to consider how a business splits up its customers into smaller groups, often referred to as segments, and how it is able to find out what its customers need and want</p>
Term 1-2	Introductory Business Project	As Term 1.1	This project is designed to pupils put into action some of the skills learnt in the first half term and to make a first attempt at the skills needed to approach a piece of coursework
Term 2-1	R067 (Exam)  Characteristics, risk and reward for enterprise (Topic area 1)	<p>The <b>characteristics of successful entrepreneurs</b> are: creativity, innovation, risk-taking, communication, negotiation, confidence and determination</p> <p>The <b>potential rewards for risk-taking</b> are: financial, independence, self-satisfaction and making a difference/change</p>	<p>Pupils consider the skills needed to become a successful entrepreneur.</p> <p>Pupils actively consider the pros and cons of life as an entrepreneur</p>



		The <b>potential drawbacks for risk-taking</b> are: financial, health/well-being, work-life balance, personal relationships	
Term 2-2	R067 (Exam)  Understand what makes a product or service financially viable (Topic Area 3)	<ul style="list-style-type: none"> <li>- <b>Fixed Costs</b> remain unchanged when the output of a business changes</li> <li>- <b>Variable Costs</b> vary directly with (and are dependent on) the level of output.</li> <li>- <b>Total Costs</b> are found by adding together Fixed and Variable Costs</li> <li>- <b>Sales Revenue</b> is the money a business earns from selling goods or services</li> </ul> <p>The amount of sales needed to <b>break-even</b> are:</p> <p><u>Fixed Costs</u> Selling price per unit minus Variable Cost per unit</p>	Pupils gain an appreciation of how data is used by business organisations to make informed decisions.
Term 3-1	R067 (Exam)  Creating a marketing mix to support a product (Topic 4)	<ul style="list-style-type: none"> <li>- The <b>4 elements of the marketing mix</b>: product, price, place, promotion</li> <li>- <b>Non digital advertising methods</b>: leaflets, newspapers, magazines, radio, poster/billboards, cinema</li> <li>- <b>Digital advertising methods</b>: social media, websites, online banners/pop-ups, SMS texts, podcasts, vlogs/blogs</li> <li>- <b>Sales Promotion techniques</b>: discounts, competitions, BOGOF's, point of sales advertising, free gifts/product trials, loyalty schemes, sponsorship</li> <li>- <b>Public relation methods</b>: product placement, celebrity endorsement, press/media release</li> <li>- <b>Physical and digital methods of selling goods to customers.</b></li> </ul> <div data-bbox="891 1083 1393 1351" data-label="Figure"> <p>The graph illustrates the Product Life Cycle with 'Sales Over Time' on the y-axis and 'Time' on the x-axis. The cycle is divided into four stages: Introduction, Growth, Maturity, and Decline. The sales curve starts at the origin, rises through the Introduction and Growth stages, peaks in the Maturity stage, and then declines in the Decline stage. A red arrow labeled 'Product extension' points to the right, indicating a strategy to prolong the product's life cycle beyond the natural decline phase.</p> </div> <p><b>Extension strategies for the product life cycle</b> – advertising, price changes, added value, exploration of new markets and new packaging</p>	<p>Pupils are able to consider how businesses develop their products.</p> <p>Pupils also get to understand that each product has a unique lifecycle.</p> <p>Pupils are able to consider how businesses attract and retain their customers.</p>



		<p><b>Factors to consider when pricing a product to attract and retain customers:</b></p> <ul style="list-style-type: none"> <li>• Income levels of target customers</li> <li>• Price of competitor products</li> <li>• Costs of production</li> <li>• Stage of the product life cycle</li> </ul> <p>Pricing Strategies:</p> <ul style="list-style-type: none"> <li>- <b>Competitive pricing</b> involves setting a price that is similar to that of a local competitor</li> <li>- <b>Price skimming</b> involves introducing a product at a high price then gradually lowering the price over time</li> <li>- <b>Psychological pricing</b> means selling at a price that appears attractive to a customer</li> <li>- <b>Price penetration</b> occurs when a business introduces a product at a lower price than usual to attract customers, then gradually increasing the price over time</li> </ul>	
Term 3-2	<p>R068 (Coursework)</p> <p>Design A Business Proposal – Task 1</p>	<p>Pupils use the knowledge they gained in Topic Area 2 (see term 1.1). They also require knowledge in the following areas:</p> <p>A <b>customer profile</b> is used to build a picture of likely customers. It might include details of where they live, occupation, income, age and what they are likely to buy.</p> <p><b>Sampling</b> is a method of selecting consumers in order to gain their opinions on a product or service. Types of sampling include random, cluster, quota and convenience.</p>	<p>Pupils create and evaluate market research that can help them design a particular product</p> <p>The market research will also assist in recognising potential target customers</p>