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| **What will we be learning?**  Marketing | **Why this? Why now?**  Students should understand the interdependent nature of business operations, human resources, marketing and finance. Encompasses the ways in which businesses identify, understand and target their customers with advertising and other methods of promoting their products. | **Key Words:**  Exchange  Need  Want  Sales volume  Sales value  Segmentation  Market research  Market segment  Primary and secondary market research  Marketing mix  Product portfolio  Product life cycle  Extension strategies  Pricing  Promotion  Distribution  E & M commerce |
| **What will we learn?**  The importance of understanding customers and meeting their needs and wants  Dangers of not meeting customer needs effectively  Segmentation  Market research and the marketing mix  Pricing decisions  Factors that influence the marketing mix and linking these factors  Choosing the right distribution channel | |
| **What opportunities are there for wider study?**  Students review and discuss current news articles, which relate to current topics and they can consider the practical application of business concepts by reviewing and discussing a range of news and video articles. The wider study provides the opportunity for students to explore theories and concepts in real business settings. | |
| **How will I be assessed?**  Summary questions  Case studies  End of topic test – summative assessment | |