



MAGHULL HIGH SCHOOL – CURRICULUM MAP

HALF TERM 1.2 Nov - Dec	Unit 2 Learning Aim: B	Unit 2 Learning Aim: C	Unit 2 Learning Aim: C	Unit 2 Learning Aim: C	Unit 2 Learning Aim: C	Unit 2 Learning Aim: C
TOPIC (S)	Assessment	C1 Marketing campaign activity	C2 Marketing mix	C3 The marketing campaign	C4 Appropriateness of marketing campaign	Assessment
Knowledge & Skills development	Demonstration of theory learnt in the unit of study	Understand how to plan a marketing campaign	Understand the elements which make up a marketing campaign	Understand the structure of a marketing campaign	Understand how to evaluate the marketing campaign	Demonstration of theory learnt in the unit of study
Assessment / Feedback Opportunities	Practice activity	Classroom activity - Class Discussion - Questioning pupils – verbal feedback – CA questions				Practice activity
Cultural Capital	<ul style="list-style-type: none">Understanding of Business					
SMSC / Promoting British Values (Democracy, Liberty, Rule of Law, Tolerance & Respect)	<ul style="list-style-type: none">Listening to othersResponding suitable in discussionsTaking part in group activities					
Reading opportunities	Financial Intelligence Visual Finance Dictionary of Finance and Investment terms					
Key Vocabulary	Marketing aims and objectives, SWOT, PESTLE, target market, competitor, product, advertising, PR, sponsorship, guerrilla marketing, product placement, corporate image, distribution channels, wholesalers, marketing mix, marketing message, media, brand value, legal and ethical					
Digital Literacy	Use of technology Digital research methods Use of range of software					
Careers	Business adviser – Business analyst – Business development manager – Entrepreneur					