



MAGHULL HIGH SCHOOL – CURRICULUM MAP

HALF TERM 1.2 Nov - Dec	Component 3 Learning Aim A: Section 1	Component 3 Learning Aim A: Section 2	Component 3 Learning Aim A: Section 3	Component 3 Learning Aim A: Section 4	Component 3 Learning Aim A: Section 5
TOPIC (S)	Elements of the promotional mix	Purpose of the promotional mix	Segmenting the market	Targeting the market	Factors influencing the choice of promotional methods
Knowledge & Skills development	Explore the different methods of promotion used by enterprises, their suitability for different sizes of enterprise, including the factors they consider when choosing the most appropriate		Consider why an enterprise targets its market, and the impact this has on promotion		Consider the factors affecting the choice of promotional method for an enterprise
Assessment / Feedback Opportunities	Classroom activity - Class Discussion - Questioning pupils – verbal feedback – exam questions – end of section tests				
Cultural Capital	<ul style="list-style-type: none">• Understanding of business marketing• Understanding of business finance				
SMSC / Promoting British Values (Democracy, Liberty, Rule of Law, Tolerance & Respect)	<ul style="list-style-type: none">• Listening to others• Responding suitable in discussions• Taking part in group activities				
Reading opportunities	The psychology influence of persuasion How brands become icons Extraordinary popular delusions and the madness of crowds				
Key Vocabulary	Advertising – Message – Medium – Promotion – Incentives – Coupons – Competitions – Money off – Loyalty Incentives – Discounts – Public relations – Exhibitions – Sponsorship – Press Releases – Direct marketing		Business to business – Business to Consumer – Demographics – Age – Race – Religion – Gender – Family Size – Ethnicity – Income – Education Level – Socio-Economic Group – Geographic – Psychographic - Behavioural		Enterprise – Budgetary Constraints – Appropriateness – Target Market
Digital Literacy	Use of technology Digital research methods Use of range of software				
Careers	Business adviser – Business analyst – Business development manager – Entrepreneur				