

Meden School Curriculum Planning							
Subject	A Level Business	Year Group	12	Sequence No.	Three	Topic	Decision making to improve marketing performance,

Retrieval	Core Knowledge	Student Thinking
What do teachers need retrieve from students before they start teaching new content ?	What specific ambitious knowledge do teachers need teach students in this sequence of learning?	What real life examples can be applied to this sequence of learning to development of our students thinking, encouraging them to see the inequalities around them and 'do something about them!'
<p>Review of sequence 2</p> <ul style="list-style-type: none"> Stakeholder vs shareholder concept Decision making Scientific vs hunch Decision tress Management styles Blake Mouton Tannenbaum & Schmidt <p>Implied knowledge of Business, Marketing – CNAT Enterprise and Marketing</p> <p>Review of KS4 Personal finance curriculum. Students should understand the role of entrepreneurs in providing enterprising ideas, employment and</p>	<p>Students will be taught:</p> <ul style="list-style-type: none"> how developments in technology are affecting marketing decision making and activities (e.g. digital marketing and the use of social media, relationship marketing and dynamic pricing) ethical and environmental influences on marketing decisions market conditions and competition how marketing decisions help improve competitiveness the interrelationship between marketing decisions and other functions. Setting marketing objectives <p><u>The value of setting marketing objectives</u></p> <p>Marketing objectives include:</p> <ul style="list-style-type: none"> sales volume and sales value market size market and sales growth market share brand loyalty. External and internal influences on marketing objectives and decisions 	<p>Do all small, local, national and international firms have a separate marketing department?</p> <p>What is the value of marketing?</p> <p>What is the difference between market volume and market value?</p> <p>Are internal or external factors more influential on marketing objectives?</p> <p>How do marketing objectives differ from corporate objectives?</p> <p>What would happen if a business did not conduct any market research?</p> <p>What is the difference between correlation dn extrapolation?</p>

<p>taking risks to get a reward. The use of money in society, credit cards and debt, borrowing money and interest repayments. Also, an awareness of the economy and how that can affect personal finance e.g. in a Boom, inflation is high, so are interest rates and repayment charges on loans are high</p>	<p><u>Understanding markets and customers</u></p> <ul style="list-style-type: none"> • The value of primary and secondary marketing research • qualitative and quantitative data • market mapping. • You should be able to calculate market and sales growth, market share and size. • The value of sampling <p><u>The interpretation of marketing data</u> Interpretation of marketing data should include:</p> <ul style="list-style-type: none"> • positive and negative correlation and an understanding of the strength of the relationship • understanding the concept of confidence intervals • understanding extrapolation. • The value of technology in gathering and analysing data for marketing decision making <p><u>The interpretation of price and income elasticity of demand data</u></p> <ul style="list-style-type: none"> • Students should be able to interpret price and income elasticity of demand data and be able to analyse the impact of changes in price and income on revenue (they do not need to be able to calculate these). • The value of the concepts of price and income elasticity of demand to marketing decision makers • The use of data in marketing decision making and planning <p><u>Making marketing decisions: segmentation, targeting, positioning</u></p> <ul style="list-style-type: none"> • The process and value of segmentation, targeting and positioning • Segmentation methods include: <ul style="list-style-type: none"> • demographic • geographic • income • behavioural segmentation. • Influences on choosing a target market and positioning 	<p>How can confidence intervals be applied to marketing data?</p> <p>What is the value of price elasticity of demand? Do all local, national and international firms use this concept when setting prices?</p> <p>How does income elasticity of demand affect product demand?</p> <p>What is the difference between a luxury and a necessity good?</p> <p>Why is segmenting, targeting and positioning important in marketing?</p>
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	<ul style="list-style-type: none"> • Targeting may include niche and mass marketing. <p><u>Making marketing decisions: using the marketing mix</u></p> <ul style="list-style-type: none"> • The elements of the marketing mix (7Ps) • The influences on and effects of changes in the elements of the marketing mix • The marketing mix should be considered for goods and services, both industrial and consumer. • Types of consumer goods considered should include convenience, shopping and specialty products. <p><u>Product decisions</u></p> <ul style="list-style-type: none"> • Product decisions should include: • the value of product portfolio analysis and the Boston Matrix • the value of the product life cycle model including extension strategies • influences on and the value of new product development. <p><u>Pricing decisions</u></p> <p>Pricing decisions should include penetration and price skimming.</p> <p><u>Decisions about the promotional mix</u></p> <p>Promotional decisions should include the value of branding.</p> <p><u>Distribution (place) decisions</u></p> <p>Distribution decisions should include multi-channel distribution.</p> <p><u>Decisions relating to other elements of the marketing mix: people, process and physical environment</u></p> <p><u>The importance of and influences on an integrated marketing mix</u></p> <ul style="list-style-type: none"> • Influences on an integrated marketing mix include: • the position in the product life cycle • the Boston Matrix • the type of product • marketing objectives 	
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	<ul style="list-style-type: none">• the target markets• competition• positioning.• Understanding the value of digital marketing and e-commerce	
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