

Year 11 – November - December

Week 1	- Theme 1 revision and prep for Mock examination	- Theme 1 revision and prep for Mock examination	- Theme 1 revision and prep for Mock examination
Important information	HW – Academic reading – High 5 strategy IS – Revision for theme 1 - Bizzwizzard		
Week 2	- Theme 1 revision and prep for Mock examination	- Theme 1 revision and prep for Mock examination	- Theme 1 revision and prep for Mock examination
Important information	HW – Academic reading – High 5 strategy IS – Revision for theme 1 - Bizzwizzard		
Week 3	- Review the 4P's of the marketing mix and e-commerce (Prior year 1 learning). - To understand the methods and strategies businesses use to compete internationally.	- To understand the barriers to international trade and their impact on the competitiveness of businesses	- To review stakeholders and their differing objectives (Prior year 1 learning). - To understand the methods businesses use to behave ethically - To understand the trade-offs between ethics and profit.
Important information	HW – Academic reading – High 5 strategy IS – Stakeholders and environmental trends - Bizwizzard		
Week 4	- To understand the environmental considerations that influence business activity	- To understand who pressure groups are and their activities. - To understand the impact, they can have on the marketing mix of businesses.	- To understand the Product aspect of the Marketing Mix. - To understand the product life cycle and the use of extension strategies
Important information	HW – Academic reading – High 5 strategy IS – The Marketing Mix and Stakeholders – Bizwizzard		
Week 5	- To understand the Pricing strategies that businesses will use and why.	- To understand the influences on pricing strategies in different business situations	- To understand appropriate promotion strategies for different market segments
Important information	HW – Academic reading – High 5 strategy IS – Calculating revenue, Breakeven and changing variables. The impact of selling price on contribution - - Bizwizzard		
Week 6	To understand the use, benefits and drawbacks of technology in promotion.	- To understand the benefits and drawbacks of different types of distribution that businesses can use.	- To understand the use of the marketing mix to build competitive advantage.

AR – Academic Reading
HW – Homework

IS – Independent study
FA – Formative assessment

Year 11 GCSE Business

			- How an integrated marketing mix can influence competitive advantage.
Important information	HW – Academic reading – High 5 strategy IS – - Bizwizzard		
Week 7	- Formative assessment on the learning to date	Review of Formative assessment on the learning to date	- Review of Formative assessment on the learning to date
Important information	HW – Academic reading – High 5 strategy IS – Bizwizzard		

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