

Year 11 – January - February

Week 1	N/A	- To understand the different promotional strategies businesses may use for different market segments.	- To understand the use of technology in promotion - To apply and analyse knowledge gained for a business situation.
Important information	HW – Academic reading – High 5 strategy IS – Revision for theme 1 - Bizzwizzard		
Week 2	- To understand the different methods of distribution businesses could use. - To analyse the benefits and drawbacks of methods chosen for a given business situation.	- To understand how the marketing mix can be used to build a competitive advantage - To understand how each element of the marketing mix can influence other elements.	- Revision for theme 1 Mock
Important information	HW – Academic reading – High 5 strategy IS – Revision for theme 1 - Bizzwizzard		
Week 3	- Undertake theme 1 mock	- Undertake theme 1 mock	- Undertake theme 1 mock
Important information	HW – Academic reading – High 5 strategy IS – Bizwizzard		
Week 4	- Theme 1 Mock whole class feedback	- Theme 1 Mock whole class feedback	- To understand the basic operations of a business - To understand the different production processes that businesses may use.
Important information	HW – Complete actions resulting from theme 1 mock. IS – The Marketing Mix and Stakeholders–.- Bizwizzard		
Week 5	- To understand the impact of technology on production - To analyse the impact of technology on a given business situation.	- To understand the importance of managing stock. - To understand the methods used to manage stock	- To apply knowledge on managing stock to a given business situation.
Important information	HW – Academic reading – High 5 strategy IS – Bizwizzard		

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Week 6	<ul style="list-style-type: none"> - To understand the role of procurement in businesses. - To understand the benefits to businesses of good relationships with suppliers 	<ul style="list-style-type: none"> - To understand the concept of quality and its importance in the production process. 	<ul style="list-style-type: none"> - To understand the sales process and the importance of providing good customer service - How an integrated marketing mix can influence competitive advantage.
Important information	HW – Academic reading – High 5 strategy IS – - Bizwizzard		
Week 7	<ul style="list-style-type: none"> - Formative assessment on the learning to date 	Review of Formative assessment on the learning to date	<ul style="list-style-type: none"> - Review of Formative assessment on the learning to date
Important information	HW – Academic reading – High 5 strategy IS – Bizwizzard		

AR – Academic Reading
 HW – Homework

IS – Independent study
 FA – Formative assessment