Holy Family Catholic School – Faculty of Maths and Technology

Subject - Business   Autumn Half-Term 2 Year 11

Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Hinge Question	Red Zone
Week 1 Lesson 1 To introduce the topic of Making Marketing Decisions and recap the marketing mix from Theme 1.	Marketing mix, Product, Price, Place, Promotion, Branding	**Marketing Decisions** Understanding how businesses build upon the 4Ps to make strategic marketing decisions.	Recap prior knowledge of marketing mix and its role in business success.	Identify and explain the 4Ps and describe how they interact in marketing decision-making.	Which of the following best describes the role of the 4Ps in marketing? A. They help businesses reduce costs B. They guide how a business promotes itself C. They form the foundation of marketing decisions D. They are only relevant for large businesses	Review a real business example and identify how it applies the 4Ps effectively.
Week 1 Lesson 2 To understand the importance of branding in developing customer loyalty.	Brand identity, Brand image, USP, Customer perception	**Marketing Decisions** Branding as a tool for differentiation and customer engagement.	Examples of strong brands and their customer impact.	Explain what branding is, why it is important, and provide real-world examples.	What is the main purpose of branding in marketing? A. To increase production speed B. To reduce advertising costs C. To create customer loyalty and recognition D. To improve cash flow	Design a simple brand concept for a new business and explain how it attracts customers.
Week 2 Lesson 1 To explore the design mix (function, aesthetics, cost) and its impact on product success.	Design mix, Function, Aesthetics, Cost	**Product and Pricing** Balancing the elements of design to meet customer needs and business goals.	Recall how product design influences marketing strategy.	Define and apply the design mix to different product examples.	Which element of the design mix focuses on how a product looks? A. Function B. Aesthetics C. Cost D. Branding	Compare two products in the same market and analyse differences in their design mix.

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Week 2 Lesson 2 To investigate pricing strategies used by businesses in competitive markets.	Cost-plus pricing, Penetration pricing, Price skimming, Competitive pricing	**Product and Pricing** Understanding how pricing affects demand, competition, and profitability.	Recap factors that influence pricing decisions.	Identify at least four pricing strategies and when they are most suitable.	Which pricing strategy is best for launching a new product into a competitive market? A. Price skimming B. Penetration pricing C. Cost-plus pricing D. Premium pricing	Identify which pricing strategy would best suit a new technology product.
Week 3 Lesson 1 To investigate and analyse pricing strategies used by businesses in competitive markets.	Cost-plus pricing, Penetration pricing, Price skimming, Competitive pricing	**Promotion and Pricing** Understanding how pricing affects demand, competition, and profitability.	Recap factors that influence pricing decisions.	Identify and explain at least four pricing strategies and when they are most suitable.	What is the main risk of using price skimming? A. Customers may perceive the product as low quality B. It may attract too many competitors C. It may limit early sales due to high prices D. It reduces profit margins	Evaluate which pricing strategy would best suit a new technology product.
Week 3 Lesson 2 To understand how advertising and promotion influence consumer behaviour.	Advertising, Promotion, Target market, Campaign	**Promotion and Pricing** How businesses communicate value and attract customers through promotion.	Recall types of promotion used in Theme 1 (sales, advertising, sponsorship).	Explain how promotional campaigns are used to reach target markets.	Which of the following is a promotional method aimed at increasing short-term sales? A. Sponsorship B. Branding C. Sales promotion D. Product design	Design a mini promotional campaign for a new product.

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Week 3 Lesson 3 To continue to understand how advertising and promotion influence consumer behaviour.	Advertising, Promotion, Target market, Campaign	**Promotion and Pricing** How businesses communicate value and attract customers through promotion.	Recall types of promotion used in Theme 1 (sales, advertising, sponsorship).	Explain how promotional campaigns are used to reach target markets.		Complete a design of mini promotional campaign for a new product, choosing appropriate media channels.
Week 4 Lesson 1 To explore how e-commerce and digital marketing support business growth.	E-commerce, Digital marketing, Social media, SEO	**Digital and Production** The role of digital platforms in extending reach and improving marketing efficiency.	Recap advantages of e-commerce for customers and businesses.	Explain how businesses use e-commerce and digital tools to attract and retain customers.	How does digital marketing benefit businesses? A. It reduces the need for customer service B. It guarantees higher profits C. It allows targeted advertising and wider reach D. It eliminates the need for physical stores	Research a business with a strong online presence and describe its digital marketing strategy.
Week 4 Lesson 2 To introduce Making Operational Decisions and explore different production methods.	Production, Job production, Batch production, Flow production	**Digital and Production** How businesses choose production methods to meet demand and manage costs.	Link production methods to product type and customer needs.	Describe and compare the main methods of production with examples.	Which production method is best for mass-producing identical products? A. Job production B. Flow production C. Batch production D. Custom production	Match production methods to business examples and justify the choice.

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Week 5 Lesson 1 To understand the importance of efficiency and productivity in business operations.	Efficiency, Productivity, Output, Cost control	**Operations Management** How businesses improve efficiency to reduce costs and increase profitability.	Recall ways businesses measure output and costs.	Explain how improving efficiency and productivity can increase competitiveness.	What does increased productivity usually lead to? A. Higher costs B. Lower output C. Greater efficiency D. Reduced customer satisfaction	Analyse a case study to identify methods used to improve efficiency.
Week 5 Lesson 2 To understand the importance of maintaining quality in production.	Quality control, Quality assurance, Customer satisfaction	**Operations Management** How quality management supports customer loyalty and business success.	Recap what 'quality' means to customers and businesses.	Differentiate between quality control and assurance with examples.	What is the difference between quality control and quality assurance? A. Control is proactive, assurance is reactive B. Control checks products, assurance checks processes C. Control is cheaper than assurance D. There is no difference	Research how a business maintains quality and how it affects its reputation.
Week 5 Lesson 3 To explore stock control and its importance in operational efficiency.	Stock, Inventory, Just-in-time (JIT), Buffer stock	**Operations Management** Balancing stock levels to ensure efficiency and avoid waste.	Recall the link between stock control and cash flow.	Explain the benefits and risks of different stock control methods.	What is a key benefit of Just-in-Time (JIT) stock control? A. Increased storage costs B. Reduced waste and improved efficiency C. Higher buffer stock D. Longer lead times	Draw a stock control diagram and explain how JIT benefits a business.

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Week 6 Lesson 1 To analyse supply chain management and its role in meeting customer needs.	Supply chain, Lead time, Supplier reliability, Procurement	**Supply Chain and Trade-offs** How businesses coordinate suppliers, production, and delivery efficiently.	Review how suppliers impact cost and quality.	Explain the importance of effective supply chain management and its impact on quality and costs.	Why is supplier reliability important in a supply chain? A. It reduces the need for marketing B. It ensures consistent product quality and delivery C. It increases production costs D. It allows for more stockpiling	Create a flow chart showing how supply chain decisions affect customer satisfaction.
Week 6 Lesson 2 To explore how businesses balance cost, efficiency, and quality in production decisions.	Trade-offs, Cost efficiency, Operational balance	**Supply Chain and Trade-offs** Understanding how businesses make decisions that balance competing objectives.	Review quality, cost, and efficiency definitions.	Analyse examples of businesses making trade-offs between cost and quality.	What does a trade-off between cost and quality mean? A. Choosing the cheapest supplier B. Sacrificing quality to reduce costs C. Improving quality without changing costs D. Ignoring customer feedback	Evaluate a business case where cost-cutting affected quality and customer satisfaction.
Week 7 Lesson 1 To understand the sales process and how it contributes to business success.	Sales process, Customer service, After-sales support	**Sales and Review** The role of effective sales processes in maintaining customer relationships.	Recall previous lessons on customer satisfaction and product quality.	Describe the stages of the sales process and explain their importance.	Which stage of the sales process focuses on building long-term customer relationships? A. Initial contact B. Closing the sale C. After-sales support D. Product demonstration	Outline how a retail business could improve its sales process to boost customer loyalty.

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Week 7 Lesson 2 To review and consolidate learning from Making Marketing and Operational Decisions.	Marketing decisions, Operational decisions, Efficiency, Customer satisfaction	**Sales and Review** How marketing and operations work together for business success.	Review all key terms from both units.	Summarise the key concepts learned and apply them to a case study.	How do marketing and operations work together to support business success? A. Marketing attracts customers, operations deliver value B. Marketing manages suppliers, operations handle promotion C. Operations set prices, marketing controls quality D. They operate independently	Complete a revision mind map linking marketing and operational decisions.