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**Knowledge Rich Curriculum Plan**

Year 10 Business and Enterprise

Unit: Component 3 – Promotion



| **Business and Enterprise**  **Year 10** | **Unit: Component 3 – Promotion** |  |  |  |
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| **Lesson/Learning Sequence** | **Intended Knowledge:**  *Students will know that…* | **Tiered Vocabulary** | **Prior Knowledge:**  *In order to know this students, need to already know that…* | **Assessment** |
| **Lesson:**  **The Promotional Mix** | * Students will know why enterprises use promotion and that there are 5 elements to the Promotional Mix * Students will know how the correct combination of promotion to suit the enterprise can lead to their success. | Tier 3  **Promotion/The Promotional Mix:** The range of techniques a business will use to inform and persuade people to buy their goods or service.  **Medium:** This is how a business chooses to communicate with and advertise to its market. For example; TV adverts instead of using posters.  **Message**: This is what the business wants to say to their customers.  **Media:** This is the general term used to describe all of the following collectively: newspapers, magazines, books, television, radio, websites and the internet. | * ***Students need to already know from life experience that enterprises promote in different ways.*** * ***Students need to already know how to identify when an enterprise is trying to promote something to them as consumers.*** |  |
| **Lesson:**  **Advertising** | * Students will know the purpose and meaning of advertising. * Students will know how different types of advertising are used and why enterprises may use them. | Tier 2  **Ambient:**  **Audio:**  Tier 3  **Digital Advertising**: When a company advertises their product or service online through a website or an app. Business to **Business**: This is a market in which one company sells products to another company.  **Business to Customer**: This is a market in which one company sells products to potential customers | * ***Students need to already know that advertising is a form of promotion that fits within the Promotional MIx.*** * ***Students need to already know how enterprises may use advertising along with other forms of promotion to attract the right customers.*** |  |
| **Lesson:**  **Sales Promotion** | * Students will know the different methods of sales promotion. * Students will know how the different methods of sales promotion can be used. | Tier 2  **Persuade:**  **Coupon:**  Tier 3  **Sales Promotions**: hen a company advertises their product or service online through a website or an app.  **Discount:** When a customer receives the product or service for a price cheaper than it was originally listed for. | * ***Students need to already know that sales promotion sits within the Promotional Mix. They should also have some understanding of seasonality.*** * ***Students need to already know how to calculate percentages*** |  |
| **Lesson:**  **Personal Selling** | * Students will know the process and methods of personal selling. * Students will know how to choose the correct method of personal selling for particular industries. | Tier 2  **Qualify:**  **Nuisance:**  **Conferencing:**  **Representative:**  Tier 3  **Personal Selling:** When a representative of an enterprise contacts potential customers directly. The salesperson will use their skills and knowledge of the product to persuade potential customers to make a purchase. | * ***Students need to already know that personal selling falls within the Promotional MIx and can be used in conjunction with other methods of promotion.*** * ***Students need to already know how enterprises and people use different forms of communication, such as e-mail and telephone.*** |  |
| **Lesson:**  **Direct Marketing** | * Students will know that there are three different methods of Direct Marketing. They will also know at this point how to structure a shot analytical paragraph. * Students will know how enterprises use Direct Marketing and which methods are appropriate to use when. | Tier 2  **Catalogue:**  **Destination:**  **Package:**  Tier 3  **Junk mail:** This is promotional material, either printed or digital, that the receiver regards as unwanted.  **Direct Marketing**: This is when an enterprise communicates with a customer directly to try to sell them something. It involves any communication that is directly targeted at customers. | * ***Students need to already know that Direct Marketing fits within the Promotional Mix and can be used as a method to lead onto Personal Selling.*** * ***Students need to already know how to use connective words to enable analysis that shows impacts.*** |  |
| **Lesson:**  **Public Relations** | * Students will know what public relations is and how it is a role within enterprises. They will also know the different ways in which an enterprise may use Public Relations. * Students will know how public relations can benefit an enterprise. | Tier 2  **Publicity:**  **Investment:**  **Audience:**  **Reputation:**  **Journalist:**  Tier 3  **Public Relations**: How a company communicates with their customers to promote the enterprise, brand, product or service they provide.  **Image:** People’s opinions of goods or a service and what they associate it with. Having a good image is crucial to being a successful enterprise. | * ***Students need to already know that enterprises use the likes of sponsorship on social media to showcase their products.*** * ***Students need to already know how public relations fits into the Promotional Mix.*** |  |
| **Lesson:**  **Market Segmentation** | * Students will know how and why and how markets are divided into different segments. * Students will know how to identify the different segmentations – Demographic and Geographic and apply this to different industries. | Tier 2  **Segmentation:**  **Geographic:**  **Specialise:**  **Ethnicity:**  **Feasible:**  Tier 3  **Market Segmentation:** The process of dividing a market of potential customers into groups, or segments, based on different characteristics.  **Geographic Segmentation:** The business can also focus on location when segmenting the market. Different customer types are likely to have different needs, depending on where they live. | * ***Students need to already know that populations are split up into different groups depending on their different wants and needs.*** * ***Students need to already know how to split the population up into different demographic groups.*** |  |