

AS Theme 1- Marketing and People

2019 - 2020 Term 1

Week	AS Topic	Big and Small Questions
2/9/19 9/9/19	1.5 Entrepreneurs and leaders	B -What is the role of an entrepreneur and what are their motives & characteristics? S - Why do people set up their own business?
16/9/19	1.5 Entrepreneurs and leaders	B- What are business objectives and how do they impact on business choices? S -What objectives do different types of business have and why?
23/9/19	1.5 Entrepreneurs and leaders	B- What choices do businesses face?
30/9/19	1.5 Entrepreneurs and leaders	S - What potential trade-offs are made by businesses?
7/10/19	1.1 Meeting Customer Needs	B- How can competition affect the market? S -What is the difference between a Mass, Niche and Dynamic market?
14/10/19	1.1 Meeting Customer Needs	B - How can market research be used to aid business success? S- How can primary and secondary market research be used to anticipate the customer needs and wants?

21/10/19	1.1 Meeting Customer Needs 1.3 Marketing Mix and Strategy	
4/11/19	1.1 Meeting Customer Needs	B: How can market mapping be used by businesses to gain a competitive advantage? S: What is a market map and how can it be used to identify gaps in the market?
11/11/19	1.3 Marketing Mix and Strategy	B: How do changes in the design mix reflect social changes? S: What are the elements of the design mix and why are they important?
118/11/19	1.3 Marketing Mix and Strategy	B: What marketing strategies are appropriate for different markets? S: What are extension strategies?
25/11/19	1.3 Marketing Mix and Strategy	B: How do businesses build a brand?
2/12/19	1.3 Marketing Mix and Strategy	S: What are the types of branding a promotion used by businesses?
9/12/19	1.3 Marketing Mix and Strategy	B: What factors determine a business's pricing strategy? S: What different types of pricing strategy are there?
16/12/19	1.3 Marketing Mix and Strategy	2.3.3 Business failure

2020 Term 2

Week	AS Topic	AS Content
6/1/20	1.3 Marketing Mix and strategy	B: What distribution channels can businesses use? S: How do distribution channels reflect social changes?
13/1/20	1.3 Marketing Mix and Strategy	B: What is a Marketing Strategy? S: How do the Product Life cycle and The Boston Matrix support a business's marketing strategy?
20/1/20	1.2 The Market	B: What factors can lead to a change in demand? S: How a demand curve be used to identify patterns?
27/1/20	1.2 The Market	B: What factors can lead to a change in supply? S: How a supply curve be used to identify patterns?
3/2/20	1.2 The Market	B: What is the interaction of supply and demand? S: How can we draw and then interpret supply & demand curves?
10/2/20	1.2 The Market	B: How do we calculate PED? S: How do we interpret PED figures?
24/2/20	1.2 The Market	B: How do we calculate Income Elasticity of Demand (YED) S: How do we interpret YED figures?
2/3/20	1.2 The Market	Markets (review) - see above
9/3/20	1.4 Managing People	B: How does the structure of a business affect the staff, motivation and communication? S: What is the impact of different structures on a business's efficiency?
16/3/20	1.4 Managing People	B: How can businesses view their staff? S: What is the distinction between dismissal and redundancy?

2020 Term 3

Week	AS Topic	AS Content
23/3/20	1.4 Managing People	B: What is the recruitment and selection process? S: What are the costs of recruitment, selection and training to a business?
30/3/20	1.4 Managing People	B: What is the importance of employee motivation in a business?
6/4/20	1.4 Managing People	S: What financial and non-financial incentives can businesses offer for staff?
13/4/20	1.4 Managing People	B: What is the distinction between management and leadership? S: What types of leadership are there and what are the key features?
20/4/20	'Catch up' Revision	'Catch up' Revision
27/4/20	Revision	Revision
4/5/20	Revision	Revision