

OCR Business GCSE 2019-2021

Year 10

Business 1: Business Activity, Marketing and People

Term: Spring

Week	Big Question	Small question	Assessment opportunity and criteria. Teacher feedback point	Homework
1 2	What is the purpose of marketing?	Market research (2.2) What is market research? <ul style="list-style-type: none">• What is primary market research?• What is secondary market research?• Comparing primary to secondary market research• Can you analyse market research data?	Jon and Jo Nursery C/S	Read knowledge and application Powerpoint
3 4	What is the marketing mix?	Product (2.4) <ul style="list-style-type: none">• What are products and brands?• What is invention, innovation and research and development?		Read knowledge and application Powerpoint

		<ul style="list-style-type: none"> • What is product image and design? • What is the product life cycle? • How can the product life cycle be extended? 		
5		<p>Price (2.4)</p> <ul style="list-style-type: none"> • Why is price important? • What are the pricing methods businesses use? • How can a business set the right price? 	Dixons Carphone Warehouse C/S	Read knowledge and application Powerpoint
6 & 7		<p>Promotion (2.4)</p> <ul style="list-style-type: none"> • What is point of sale promotion? • What are advertising methods? • What is a cost effective promotional strategy? 	Go Compare C/S	Read knowledge and application Powerpoint
8		<p>Place (2.4)</p> <ul style="list-style-type: none"> • What are the physical distribution channels? • What is digital distribution? 	Netflix C/S	Read knowledge and application Powerpoint
9 10		The marketing mix working together, using data (2.4)	Update business plan - Marketing	Read knowledge and application Powerpoint

11		<ul style="list-style-type: none">• How do the different elements of the marketing mix work together?• How is market research used to design the marketing mix?• How can you change the marketing mix for different scenarios?	'Marketing' test	
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