

# Year 1 Theme 1- Marketing and People

## Term 1

Week	Year 1 Topic	Year 1 Content
1-2	1.5 Entrepreneurs and leaders	1.5.1 Role of an entrepreneur 1.5.2 Entrepreneurial motives and characteristics 1.5.6 Moving from entrepreneur to leader
3	1.5 Entrepreneurs and leaders	1.5.3 Business Objectives 1.5.5 Business Choices <b>Assessment Point 1 - Benson Farms Limited Case Study</b>
4	1.5 Entrepreneurs and leaders	1.5.4 Forms of Business
5	1.1 Meeting Customer Needs	1.1.1 The Market 1.1.2 Market Research
6	1.1 Meeting Customer Needs	1.1.2 Market Research <b>Assessment Point 2 - Mintel Case Study</b>
7	1.1 Meeting Customer Needs	1.1.3 Market Positioning
8	1.3 Marketing Mix and Strategy	1.3.1 Product service/design
9	1.3 Marketing Mix and Strategy	1.3.2 Branding 1.3.5 Product Life Cycle 1.3.5 Boston Matrix <b>Assessment Point 3 - Water Fusion Case Study</b>
10-11	1.3 Marketing Mix and Strategy	1.3.2 Branding and Promotion
12	1.3 Marketing Mix and Strategy	1.3.3 Pricing Strategies <b>Assessment Point 4 - Adobe Case Study</b>
13-14	1.3 Marketing Mix and Strategy	1.3.3 Pricing Strategies 2.3.3 Business failure

## Term 2

<b>Week</b>	<b>Year 1 Topic</b>	<b>Year 1 Content</b>
15	1.3 Marketing Mix and strategy	1.3.4 Distribution <b>Assessment Point 5 - Unilever Case Study</b>
16	1.3 Marketing Mix and Strategy	1.3.5 Marketing Strategy 1.3.5 Changing the marketing mix 1.3.5 Consumer Behaviour
17	1.2 The Market	1.2.1 Demand <b>Assessment Point 6 - Barchester Healthcare Limited Case Study</b>
18-19	Mock exam	Review mock exams
20	1.2 The Market	1.2.2 Supply
21	1.2 The Market	1.2.3 Markets
22	1.2 The Market	1.2.4 Price Elasticity of Demand (PED) <b>Assessment Point 7 - Thompson Engineering Limited Case Study</b>
23	1.2 The Market	1.2.5 Income Elasticity of Demand (YED)
24	1.4 Managing People	1.4.3 Organisational Design
25	1.4 Managing People	1.4.1 Approaches to staffing 1.4.2 Recruitment, Selection and training <b>Assessment Point 8 - Amy's Wardrobe Case Study</b>
26	1.4 Managing People	1.4.1 Approaches to staffing 1.4.2 Recruitment, Selection and training
27	1.4 Managing People	1.4.4 Motivation in theory in practice <b>Assessment Point 9 - Peninsula Business Services Case Study</b>

### Term 3

<b>Week</b>	<b>Year 1 Topic</b>	<b>Year 1 Content</b>
28	1.4 Managing People	1.4.4 Motivation in theory in practice
29	1.4 Managing People	1.4.5 Leadership <b>Assessment Point 10 - Islip Travel Case Study</b>
30	Revision	Revision
31	Revision	Revision