

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 Assessment Point 1 - Benson Farms Limited Case Study
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 Assessment Point 2 - Mintel Case Study
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 Assessment Point 3 - Water Fusion Case Study
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 Assessment Point 4 - Adobe Case Study
13-14	1.3 Marketing Mix and Strategy	1.3.3 Pricing Strategies 2.3.3 Business failure

Term 2

Week	Year 1 Topic	Year 1 Content
15	1.3 Marketing Mix and strategy	1.3.4 Distribution Assessment Point 5 - Unilever Case Study
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 Assessment Point 6 - Barchester Healthcare Limited Case Study
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) Assessment Point 7 - Thompson Engineering Limited Case Study
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 Assessment Point 8 - Amy's Wardrobe Case Study
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 Assessment Point 9 - Peninsula Business Services Case Study

Term 3

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