

Year 2 Programme of Study

Theme 4: Global Business

Autumn Term (Year 13)

Week	Topic	Content	Link to AS Content
7-9	4.3 Global Marketing	4.3.1 Marketing	1.1.1 The Market 1.1.3 Market positioning 1.3.2 Branding and Promotion 1.3.5 Marketing strategy
10-12	4.3 Global Marketing	4.3.3 Cultural and Social issues Assessment Point 3 – Bridging the Cultural Gap Case Study 4.3.2 Niche markets	1.1.1 The Market 1.1.3 Market positioning 1.3.2 Branding and Promotion
13-14	4.1 Globalisation	4.1.1 Growing economies	1.2.1 Demand 1.2.3 Markets
15-16	4.1 Globalisation	4.1.2 International trade and business growth Assessment Point 4- Angelberry Case Study	1.1.1 The Market 1.1.3 Market positioning

17-18	4.1 Globalisation	4.1.3 Factors contributing to increased globalisation	1.1.1 The Market 1.2.1/1.2.2/1.2.3 - Demand and Supply
19-20	4.1 Globalisation	4.1.4 Protectionism Assessment Point 5 - US Tariffs on Foreign Steel Producers	1.1.1 The Market 1.2.1/1.2.2/1.2.3 - Demand and Supply
	Mocks	Mocks and review of mocks	