



The Sutton Academy

Knowledge Rich Curriculum Plan

Year 10 Business and Enterprise

Unit: Component 3 – Promotion

Business and Enterprise Year 10	Unit: Component 3 – Promotion			
Lesson/Learning Sequence	Intended Knowledge: <i>Students will know that...</i>	Tiered Vocabulary	Prior Knowledge: <i>In order to know this students, need to already know that...</i>	Assessment
Lesson: The Promotional Mix	<ul style="list-style-type: none"> Students will know why enterprises use promotion and that there are 5 elements to the Promotional Mix Students will know how the correct combination of promotion to suit the enterprise can lead to their success. 	<p>Tier 3</p> <p>Promotion/The Promotional Mix: The range of techniques a business will use to inform and persuade people to buy their goods or service.</p> <p>Medium: This is how a business chooses to communicate with and advertise to its market. For example; TV adverts instead of using posters.</p> <p>Message: This is what the business wants to say to their customers.</p> <p>Media: This is the general term used to describe all of the following collectively: newspapers, magazines, books, television, radio, websites and the internet.</p>	<ul style="list-style-type: none"> <i>Students need to already know from life experience that enterprises promote in different ways.</i> <i>Students need to already know how to identify when an enterprise is trying to promote something to them as consumers.</i> 	
Lesson: Advertising	<ul style="list-style-type: none"> Students will know the purpose and meaning of advertising. Students will know how different types of advertising are used and why enterprises may use them. 	<p>Tier 2</p> <p>Ambient:</p> <p>Audio:</p> <p>Tier 3</p> <p>Digital Advertising: When a company advertises their product or service online through a website or an app. Business to</p> <p>Business: This is a market in which one company sells products to another company.</p> <p>Business to Customer: This is a market in which one company sells products to potential customers</p>	<ul style="list-style-type: none"> <i>Students need to already know that advertising is a form of promotion that fits within the Promotional Mix.</i> <i>Students need to already know how enterprises may use advertising along with other forms of promotion to attract the right customers.</i> 	
Lesson: Sales Promotion	<ul style="list-style-type: none"> Students will know the different methods of sales promotion. Students will know how the different methods of sales promotion can be used. 	<p>Tier 2</p> <p>Persuade:</p> <p>Coupon:</p> <p>Tier 3</p> <p>Sales Promotions: hen a company advertises their product or service online through a website or an app.</p> <p>Discount: When a customer receives the product or service for a price cheaper than it was originally listed for.</p>	<ul style="list-style-type: none"> <i>Students need to already know that sales promotion sits within the Promotional Mix. They should also have some understanding of seasonality.</i> <i>Students need to already know how to calculate percentages</i> 	

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Lesson: Personal Selling	<ul style="list-style-type: none"> Students will know the process and methods of personal selling. Students will know how to choose the correct method of personal selling for particular industries. 	<p>Tier 2 Qualify: Nuisance: Conferencing: Representative:</p> <p>Tier 3 Personal Selling: When a representative of an enterprise contacts potential customers directly. The salesperson will use their skills and knowledge of the product to persuade potential customers to make a purchase.</p>	<ul style="list-style-type: none"> <i>Students need to already know that personal selling falls within the Promotional Mix and can be used in conjunction with other methods of promotion.</i> <i>Students need to already know how enterprises and people use different forms of communication, such as e-mail and telephone.</i> 	
Lesson: Direct Marketing	<ul style="list-style-type: none"> Students will know that there are three different methods of Direct Marketing. They will also know at this point how to structure a shot analytical paragraph. Students will know how enterprises use Direct Marketing and which methods are appropriate to use when. 	<p>Tier 2 Catalogue: Destination: Package:</p> <p>Tier 3 Junk mail: This is promotional material, either printed or digital, that the receiver regards as unwanted. Direct Marketing: This is when an enterprise communicates with a customer directly to try to sell them something. It involves any communication that is directly targeted at customers.</p>	<ul style="list-style-type: none"> <i>Students need to already know that Direct Marketing fits within the Promotional Mix and can be used as a method to lead onto Personal Selling.</i> <i>Students need to already know how to use connective words to enable analysis that shows impacts.</i> 	
Lesson: Public Relations	<ul style="list-style-type: none"> Students will know what public relations is and how it is a role within enterprises. They will also know the different ways in which an enterprise may use Public Relations. Students will know how public relations can benefit an enterprise. 	<p>Tier 2 Publicity: Investment: Audience: Reputation: Journalist:</p> <p>Tier 3 Public Relations: How a company communicates with their customers to promote the enterprise, brand, product or service they provide. Image: People’s opinions of goods or a service and what they associate it with. Having a good image is crucial to being a successful enterprise.</p>	<ul style="list-style-type: none"> <i>Students need to already know that enterprises use the likes of sponsorship on social media to showcase their products.</i> <i>Students need to already know how public relations fits into the Promotional Mix.</i> 	

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Lesson: Market Segmentation	<ul style="list-style-type: none"> Students will know how and why and how markets are divided into different segments. Students will know how to identify the different segmentations – Demographic and Geographic and apply this to different industries. 	<p>Tier 2</p> <p>Segmentation:</p> <p>Geographic:</p> <p>Specialise:</p> <p>Ethnicity:</p> <p>Feasible:</p> <p>Tier 3</p> <p>Market Segmentation: The process of dividing a market of potential customers into groups, or segments, based on different characteristics.</p> <p>Geographic Segmentation: The business can also focus on location when segmenting the market. Different customer types are likely to have different needs, depending on where they live.</p>	<ul style="list-style-type: none"> <i>Students need to already know that populations are split up into different groups depending on their different wants and needs.</i> <i>Students need to already know how to split the population up into different demographic groups.</i> 	