

Year 10 Business Summer Term Plan

Throughout the summer term of Year 10, business students will predominantly consolidate prior learning whilst also gaining an insight into what strategies businesses use to attract and retain customers.

WEEK BEGINNING	WORK TO BE COMPLETED
20 th April	Introduction to new module 'Understand how to attract and retain customers' (textbook page 37.) Factors to consider when pricing a product (cost of production, income levels and competitor prices.)
27 th April	Pricing strategies. Rewrite the definitions in your own words. (textbook page 38-39.) Complete the red Activity box. Seneca to consolidate understanding.
4 th May	Types of advertising methods used to attract and retain customers (textbook page 39-41.) Read the theory and create a PowerPoint to show the pros and cons of each type with real life examples. Write a sentence or two to describe if you think your chosen method is good or not and why.
11 th May	Create at least 3 different advertising methods for JMSport. Upload them to assignments on Microsoft Teams
18 th May	Quizizz to review and consolidate learning so far.
HALF TERM	
1st June	Sales Promotion techniques to attract and retain customers and the appropriateness of each (textbook page 43) Complete red activity box on page 44 and green stretch activity on page 44.
8 th June	COMPETITION TIME...Create 2 promotion ideas to sell your hat product. Create a poster or leaflet to promote them.
15 th June	How customer service is used to attract and retain customers read theory and rewrite in own words (textbook page 44-45) Complete red and pink boxes on page 46 to review learning.
22 nd June	REVIEW of learning this year (Autumn) <ul style="list-style-type: none"> • Market segmentation • Market research • Calculating costs and breakeven • Sales revenue
29 th June	REVIEW of learning this year (Spring) <ul style="list-style-type: none"> • Product development • Marketing Mix • Product lifecycle • Extension strategies • External Factors
6 th and 13 th July	REVIEW of learning this year (Summer) <ul style="list-style-type: none"> • Pricing strategies • Advertising methods • Promotional techniques