

Key Vocabulary for Spring Term Overviews

Subject: Business Studies		Year Group: 12
Key Learning Points/ End Points	Key Vocabulary	
<p>The principles of Marketing Students will gain an understanding of different marketing aims and objectives and strategies to achieve these.</p>	<p>Brand Brand Image Brand personality Carbon footprint Promotion Cash flow Strapline Direct marketing Viral marketing Guerrilla marketing Disposable income</p>	<p>How a business is identified by others such a customers and competitors. The visual elements of a brand such a logo or slogan. Human characteristics of a brand to which a customer can relate. The amount of carbon dioxide emitted through fuel consumption The different methods used to make customers aware of products or services. The money that goes into and out of a business. A caption or heading with a short, snappy overview of a product. A method of advertising that is targeted to specific customers. A method of advertising that uses social media to attract interest. Using unconventional methods in order to boost sales or attract interest in a brand or business. The amount of money left over after paying bills and credit cards etc.</p>
<p>Developing a rationale In this unit, students will analyse marking information and be able to interpret the potential impact and influence of a marketing campaign.</p>	<p>Market intelligence Campaign Prototype Validity Qualitative Quantitative Rationale Product Lifecycle</p>	<p>Gathering data from different sources which is evaluated and analysed. A series of actions to meet a particular aim or objective. An initial version of a product or concept. The process of ensuring data is reliable. Data recording written answers of attitude and opinions of those asked. Numerical data that can be interpreted in a graph or table. Reasons for a course of action. The length of time from when a product is created to until it is removed from the shelves.</p>
<p>Planning a Marketing campaign Students will demonstrate they can create and develop an effective marketing campaign, appropriately justifying ideas and choices to suit a given scenario.</p>	<p>Situational analysis PESTLE SWOT Marketing mix Profit RRP Unit costs Corporate Gantt chart AIDA</p>	<p>Investigating the state of internal and external factors affecting a business. Political, environmental, social, technological, legal and ethical factors. Strengths, Weaknesses, Opportunities, Threats. 7Ps – factors to consider when trying to persuade customers to buy a product. Percentage of mark up on a product after costs are paid. Recommended retail price. All expenses incurred in manufacturing a product. Relating to a large company or business. A chart where horizontal lines show the amount of work to be done within a certain period of time. Attention of the customer, Interest to learn more about a product, Desire for the Product, Action to purchase when the opportunity arises.</p>

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