

Year Group: 12	Subject: Business	Term: Summer Term
Topic	Key Learning points	Assessment
Marketing concepts	<p>To understand differing marketing strategies a business may use to develop a successful marketing campaign.</p> <ul style="list-style-type: none"> • Understand the difference between marketing aims and objectives • Understand what is incorporated into a successful marketing campaign • Identify at least 4 pricing strategies. • Know what competitive pricing is • Know what price penetration is • Know what psychological pricing is • Know what Price skimming is • Know what cost-plus pricing is • Understand the stages of a product in the product lifecycle. • Understand situational analysis by using SWOT or PESTLE 	<p>Students will complete an external end of year 12 marketing exam.</p>
Introduction to Business Finance	<p>To understand what the differing roles of money within society.</p> <ul style="list-style-type: none"> • Know the different functions of money • Know the factors that influence the role of money • Know the importance of planning expenditure • Know the common principles that have to considered when planning expenditure • Know that money is used as a source of payment • Recall advantages and drawbacks of different payment methods • Recall the different types of bank account that exist, including the features; advantages and disadvantages of each. 	