

Year Group: 9	Subject: Business	Term: Summer Term
Topic	Key Learning points	Assessment
Product Development	<p>To have a foundation understanding of the methods a business goes through during product development.</p> <ul style="list-style-type: none"> • Understand what is meant by product creation. • Explain how different businesses create products from an initial product idea. • Understand what the design mix triangle is. • Understand what is meant by product feedback • Analyse features of a good product and areas to improve • Understand what is meant by a logo • Explain how different businesses create logos from an initial product idea and how to make them successful. • Understand what is meant by point of sale promotion • Explain how different businesses could use it to be successful • Understand what is meant by ethical production • Explain how different businesses could use it to be successful • Understand different key terms within finance including costs and revenue. 	<p>Students will be assessed formatively through the completion of recall homework tasks along with a formal end of half term assessment completed under exam conditions.</p> <p>The assessment will largely be multiple choice and short answer questions.</p> <p>The assessment will monitor understanding of essential knowledge from a variety of different modules learnt throughout this year.</p>
Market Segmentation	<p>To understand what marketing strategies a business may use to match and meet the needs of their customers.</p> <ul style="list-style-type: none"> • Recognise methods of Market Segmentation • Explain what Market Segmentation is • Explain why a business would use Market Segmentation • Recognise at least 4 benefits of Market Segmentation • Identify the purpose of Market Research • Explain what Primary Market Research is • Identify at least 4 methods of primary research • Explain what Secondary Market Research is • Identify at least 4 methods of secondary research 	