

Key Vocabulary for Summer Term Overviews

Subject: Business Studies		Year Group: 9	
Key Learning Points/End Points	Key Vocabulary		
Product development Students will develop a sound understanding of the processes a business will go through when creating and developing a product and subsequent promotion.	Design Mix Function Aesthetics Cost Mood board Mind map Branding Logo	Promotion Ethical production Fixed costs Variable costs Sales revenue Profit Loss	
Market Segmentation Students will learn about the importance of market segmentation and how businesses choose specific groups for their target market.	Market segmentation Segment Demographic Occupation Consumer Customer Characteristics Product Service Customer retention	Market research Primary market research Secondary market research Qualitative Quantitative Data Pie chart Bar chart Data analysis	