

KS4 Curriculum Plan - ICT and Business Department

		LP1	LP2	LP3	LP4	LP5
Year 10 Business	TOPIC	Controlled Assessment: Merchandising and marketing retail products			Exam Unit: Introduction to Retail Business & The Retail Business Environment	Exam Unit: The Retail Business Environment & Using Data & Recommending Solutions to Retail Business Issues
	Knowledge	Learners will gain knowledge and understanding of the purpose and principles of visual merchandising and the ways in which retail organisations use visual merchandising in their physical stores and online to attract customers and achieve their aims. Learners will have to design visual merchandising installations and explain how these installations will target customers and help achieve aims. Students will have the opportunity to develop their understanding of the importance of merchandising and marketing retail products, and how retail businesses use merchandising and marketing to achieve their aims. Students will also apply their knowledge and understanding to develop skills in designing visual merchandising installations and promotional materials that achieve specific aims				
	Skills	Students will develop their understanding of the importance of merchandising and marketing retail products, and how retail businesses use merchandising and marketing to achieve their aims. Students will also apply their knowledge and understanding to develop skills in designing visual merchandising installations and promotional materials that achieve specific aims				
	Key Vocab	E-Commerce, M-commerce, Pop-up shops, Markets, Multi-channel retailing, Retail types, Scale, Product type, Target customers, Gender, Income, Lifestyle, The marketing mix, Product features and Design, Product differentiation, Packaging, Customer Service, Use of brands			e-commerce, m-commerce, hybrid, retail, concessions, online retail, sole traders, partnerships, private and public limited companies, not-for-profit, charities, co-operatives, limited liability, unlimited liability, local, national, global, breakeven, profit maximisation, market share, diversification, multi-channel, functional areas, sourcing, logistics, stock control, dynamic, urban, rural	Economic, technological, social, ethical, environmental, qualitative, quantitative, data, footfall, percentage, average, revenue, costs,

		LP1	LP2	LP3	LP4	LP5
Year 11 Business	TOPIC	Controlled Assessment: Merchandising and marketing retail products		Exam Unit: Introduction to Retail Business & The Retail Business Environment	Exam Unit: The Retail Business Environment & Using Data & Recommending Solutions to Retail Business Issues	Exams
	Knowledge	Learners will gain knowledge and understanding of the purpose and principles of visual merchandising and the ways in which retail organisations use visual merchandising in their physical stores and online to attract customers and achieve their aims. Learners will have to design visual merchandising installations and explain how these installations will target customers and help achieve aims. Students will have the opportunity to develop their understanding of the importance of merchandising and marketing retail products, and how retail businesses use merchandising and marketing to achieve their aims. Students will also apply their knowledge and understanding to develop skills in designing visual merchandising installations and promotional materials that achieve specific aims"				N/A
	Skills	Students will develop their understanding of the importance of merchandising and marketing retail products, and how retail businesses use merchandising and marketing to achieve their aims. Students will also apply their knowledge and understanding to develop skills in designing visual merchandising installations and promotional materials that achieve specific aims				N/A
	Key Vocab	E-Commerce, M-commerce, Pop-up shops, Markets, Multi-channel retailing, Retail types, Scale, Product type, Target customers, Gender, Income, Lifestyle, The marketing mix, Product features and Design, Product differentiation, Packaging, Customer Service, Use of brands		e-commerce, m-commerce, hybrid, retail, concessions, online retail, sole traders, partnerships, private and public limited companies, not-for-profit, charities, co-operatives, limited liability, unlimited liability, local, national, global, breakeven, profit maximisation, market share, diversification, multi-channel, functional areas, sourcing, logistics, stock control, dynamic, urban, rural	Economic, technological, social, ethical, environmental, qualitative, quantitative, data, footfall, percentage, average, revenue, costs,	N/A