

Year 11 Business Learning Programme 3

Reading texts that pupils will study during the learning programme

Loric for LP3 is Resilience

The values we are learning about are respect and justice

Controlled Assessment Brief

Respect - a feeling of deep admiration for someone or something elicited by their abilities, qualities or achievements

Justice - fair behaviour or treatment

What will I be learning about in this Learning Programme?

You will learn about the purpose and principles of marketing retail businesses and products.

Where have I seen this learning before?

You will use knowledge from your own experiences of shopping in retail businesses and observations of how retail businesses use marketing techniques.

What could I use it for?

You will use this again in your controlled assessment write ups and exam

In LP3.1, I will know :	06/01/2025 - (WK 2)	Behaviour to support the values: STEPS/SLANT	Homework
the purpose of identifying and targeting customers; how identifying and targeting customers will help a retail business.		I will show respect by actively listening to others	Homework tasks are located in the Knowledge Organisers
In LP3.2, I will know :	13/01/2025 - (WK 1)	Behaviour to support the values: STEPS/SLANT	Homework
how to identify different types of customers.		I will show justice by speaking up when something is not right	Homework tasks are located in the Knowledge Organisers
In LP3.3, I will know :	20/01/2025 - (WK 2)	Behaviour to support the values: STEPS/SLANT	Homework
how to explain different types of customers; how to explain the different types of customers a business can target. Extended Task		I will show respect by being punctual and not wasting the time of others	Homework tasks are located in the Knowledge Organisers
In LP3.4, I will know :	27/01/2025 - (WK 1)	Behaviour to support the values: STEPS/SLANT	Homework
my specific controlled assessment tasks		I will show justice by being inclusive and accepting everyone regardless of our differences	Homework tasks are located in the Knowledge Organisers
In LP3.5, I will know :	03/02/2025 - (WK 2)	Behaviour to support the values: STEPS/SLANT	Homework
how to complete my specific controlled assessment tasks		I will show respect by taking care of the school property	Homework tasks are located in the Knowledge Organisers
In LP3.6, I will know :	10/02/2025 - (WK 1)	Behaviour to support the values: STEPS/SLANT	Homework
how to complete my specific controlled assessment tasks Extended Task		I will show justice by supporting others of seeking help when required	Homework tasks are located in the Knowledge Organisers
LP3 RLW, I will:	24/02/2025 - (WK 2)	Behaviour to support the values: STEPS/SLANT	Homework
review my learning, recalling and applying key knowledge, focus on closing any gaps in my knowledge and prepare effectively for the upcoming assessments.		I will show respect by actively listening to others	Homework tasks are located in the Knowledge Organisers
In LP3.7, I will know :	03/03/2025 - (WK 1)	Behaviour to support the values: STEPS/SLANT	Homework
how marketing principles of the marketing mix are adapted for different retail channels.		I will show respect by recognising and celebrating the achievements of myself and others	Homework tasks are located in the Knowledge Organisers
Resources to support learning:			
Teams, WJEC Retail Business Text Book			
FFET Award Challenge for this Learning Programme:			
Choose a business of your choice to investigate. Create a presentation including the following; name of the business, what they sell and examples of their products, who their target customers are, what price ranges are their products in, where the products are sold and how/where they advertise their products.			

