

Year 11 Business

Learning Programme 3

The LORIC skill focus for this LP is: RESILIENCE The values for this LP are RESPECT and JUSTICE Respect - treat others how you would wish to be treated yourself. Justice - our College rules are fair and reasonable		Literacy Non-Negotiables: <ul style="list-style-type: none">• Capital letters must be used at the start of sentences and for the first letter of proper nouns• Full stops must be used at the end of a sentence• Question marks must be used at the end of a question• Apostrophes should only be used for possession or omission• Days of the week and months must be spelled correctly• Key words must be spelled correctly• Vocabulary to be taught using the Frayer model	
What will I be learning about in this Learning Programme? Students will be learning about the importance of visual merchandising and marketing to retail organisations			
Where have I seen this learning before? Students will have seen this before in Year 10 when completing Unit 2 controlled assessment			
What could I use it for? Students will apply knowledge to controlled assessment tasks and use knowledge learnt in the unit 1 exam.			
In LP3.1, I will know:	05/01/26 - (WK 2)	Frayer Model Words	Homework
Ignition Activity: Secrets of the Sales how to explain how my display meets visual merchandising principles how to apply this knowledge to my controlled assessment tasks		Visual merchandising	Seneca tasks for Unit 1 (Exam)
In LP3.2, I will know:	12/01/26 - (WK 1)	Frayer Model Words	Homework
how to identify a company' aims how to explain how a company is achieving their aims how to apply my knowledge to controlled assessment tasks		Aims	
In LP3.3, I will know:	19/01/26 - (WK 2)	Frayer Model Words	Homework
how to explain how the design principles can be adapted for Wood Furniture World's online store how to apply my knowledge to controlled assessment tasks		Objectives	Seneca tasks for Unit 1 (Exam)
In LP3.4, I will know:	26/01/26 - (WK 1)	Frayer Model Words	Homework
how to design a blog for a given business how to apply my knowledge to controlled assessment tasks		Blog	
Extended Task.			
In LP3.5, I will know:	02/02/26 - (WK 2)	Frayer Model Words	Homework
how to analyse how a blog targets a given businesses customers and its aims how to apply my knowledge to controlled assessment tasks		Customers	Seneca tasks for Unit 1 (Exam)
In LP3.6, I will know:	09/02/26 - (WK 1)	Frayer Model Words	Homework
how a given business can use technology for promotion how to apply my knowledge to controlled assessment tasks		Promotion	
LP3 RLW, I will:	23/02/26 - (WK 2)	Frayer Model Words	Homework
review my learning, recalling and applying key knowledge, and focus on closing any gaps in my knowledge.			
In LP3.7, I will know:	02/03/26 - (WK 1)	Frayer Model Words	Homework
how a given business can use the marketing mix to achieve its aims in a competitive and dynamic market how to apply my knowledge to controlled assessment tasks		Marketing Mix	Seneca tasks for Unit 1 (Exam)
Extended Task.			
Resources to support learning: Teams, client brief, Retail Business Text Book			
FFET Award Challenge for this Learning Programme: To take a photo of a retail in store display or find a in store display on the internet. Annotate the display highlighting where the design principles have been used. Use your knowledge organiser and knowledge learnt in lesson to complete this task.			


 PRT Task 1


 PRT Task 2