

Key Stage 4 Overview: Business and Economics Year 9

	Module 1	Module 2	Module 3	Module 4	Module 5	Module 6
Year 9	<p>University Challenge:</p> <p>I'm a Marketing Researcher</p> <p>Assessment -Learning aim A: Explore the use of branding and the promotional mix in business</p> <p>Context: Topic A.1 The importance of branding to business Topic A.2 Promotion in businesses. Topic A.3 Elements of the promotional mix and their purpose</p> <p>Skills:</p> <ul style="list-style-type: none"> • Research what a brand is. • Investigate why businesses uses branding. • Explore how entrepreneurs adding value to products / services. • Explain the benefits of successful branding. • Analyse effects of unsuccessful branding 	<p>University Challenge:</p> <p>Create a brand using technology.</p> <p>Assessment -Learning aim B: Develop and promote a brand for a business</p> <p>Context: Topic B.1 Branding methods and techniques.</p> <p>Skills:</p> <ul style="list-style-type: none"> • Create brands including logos, straplines and celebrity endorsements. • Planning ideas for a brand for a business. • Consider community demographics for a business. • Explore Brand personality and create one 	<p>University Challenge:</p> <p>Launch the brand.</p> <p>Assessment -Learning aim B: Develop and promote a brand for a business</p> <p>Context: Topic B.2 Promoting a brand</p> <p>Skills:</p> <ul style="list-style-type: none"> • Analyse brand objectives of a business. • Select target market of a business • Research how businesses promote their brand image • Plan a promotional campaign for a business. • Raise awareness of product or service. 	<p>University Challenge:</p> <p>Mystery-shopper</p> <p>Assessment -Learning aim A: Understand how businesses provide customer service</p> <p>Context: Develop and promote a brand for a business The different types of customer service businesses have</p> <p>Skills:</p> <ul style="list-style-type: none"> • Investigate the ways in which a business meets customer expectations to satisfy customers • Interpret the differences between direct and indirect customer service. • Solve customer service issues in a business. • Create customer satisfaction for loyalty. • Different ways businesses can satisfy customer. 	<p>University Challenge:</p> <p>Customer Service advisor.</p> <p>Assessment -Learning aim A: Understand how businesses provide customer service</p> <p>Context: Customer satisfaction; consistent and reliable customer service; The effect of good customer service on the reputation of a business</p> <p>Skills:</p> <ul style="list-style-type: none"> • Provide exceptional help and assistance for customers with special requirements. • Monitor customer service. • Research legal and regulatory requirements. • Meeting or exceeding the customer service offered by rival business. 	<p>University Challenge:</p> <p>Community – Launch your brand and deliver excellent customer service.</p> <p>Assessment -Learning aim B Demonstrate appropriate customer service skills in different situation</p> <p>Context: The effect of good customer service on the reputation of a business; Demonstrate appropriate customer service skills in different situation; Demonstrate appropriate customer service skills in different situation.</p> <p>Skills:</p> <ul style="list-style-type: none"> • Develop professionalism make a good impression. • completing communication with the customer. • Investigate ways of dealing with customer queries. • Learn about business policy. • Develop an understanding of Limits

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	<ul style="list-style-type: none"> Investigate why businesses need to promote themselves • Explain the marketing mix Explain benefits of promotion to business. 	<ul style="list-style-type: none"> Developing the most appropriate promotional mix. Designing promotional activities 		<ul style="list-style-type: none"> Build a good business reputation. Components of increased profits through customer understanding. <p>Different ways of exceeding customer expectation</p> <p>-</p>	<ul style="list-style-type: none"> Complying with legislative and regulatory customer service requirements. Explain types of customers. Differences between internal customers and external customers. Factors that impact on different customer service expectations. Ways that businesses can provide effective customer service Follow correct business procedures. 	<p>of own authority when dealing with customer queries and the role of supervisors and management.</p>
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