

Meden School Curriculum Planning							
Subject	BTEC Media	Year Group	10	Sequence No.	MTP 2	Topic	Component 1 Learning aim B

Retrieval	Core Knowledge	Student Thinking
What do teachers need to retrieve from students before they start teaching new content ?	What specific ambitious knowledge do teachers need to teach students in this sequence of learning?	What real life examples can be applied to this sequence of learning to develop our students' thinking, encouraging them to see the inequalities around them and 'do something about them!'
<p>Students' knowledge from KS3 units will be helpful. E.g. knowledge of branding, creating designs and plans, spreadsheets, responding to industry style briefs, responding to audience needs etc are all useful knowledge from the KS3 Computing curriculum that can be reapplied throughout this component.</p> <p>What are small and medium-sized enterprises?</p> <p>What are features of SMEs?</p> <p>What are different types of profit-making enterprises?</p> <p>What are market sectors?</p> <p>What sectors do SME's operate in?</p> <p>List two industries SMEs work in</p>	<p>Enterprise is the set of skills and characteristics that an entrepreneur requires in order to be innovative, including creativity, risk-aversion, inventiveness and dedication. It is also the name given to a small start-up business.</p> <p>In this component, students will have the opportunity to develop knowledge and understanding of how the activities undertaken by micro, small and medium-sized enterprises (SMEs), along with the characteristics and skills of the entrepreneurs who run them, support the aims of the enterprise. Enterprises can struggle if they do not carry out market research. It is important for students to develop relevant skills in market research and to interpret their findings to support their understanding of customers and competitors. Students will explore why enterprises are successful, looking at the impact of factors both inside and outside the control of the enterprise, and investigate ways in which situational analyses can be used to support decision making. This component will give learners an understanding of the factors that contribute to a successful enterprise.</p> <p>Learning outcome B: Understand customer needs and competitor behaviour through market research Learners will explore the market research methods used by enterprises and their importance in understanding customer needs and competitor behaviour.</p> <p>B1 Market research methods</p>	<p>In learning aim B, students are encouraged to consider the benefits and drawbacks of primary and secondary research methods which are fundamental parts of project planning in the real world.</p> <p>They also develop key transferrable skills such as how to identify and meet customer needs by market segmentation which then helps them to analyse competitor behaviour.</p> <p>Methods of obtaining a competitive advantage is then covered and finally, the suitability of alternative market research methods is examined.</p>

<p>What are the aims of enterprises?</p> <p>What are the skills and characteristics of entrepreneurs?</p>	<ul style="list-style-type: none"> ● Benefits and drawbacks of a range of primary research methods used by enterprises to include: <ul style="list-style-type: none"> o qualitative and quantitative questionnaires and surveys: face-to-face, telephone, post, on a website/social media site o visits or observation: looking at and recording how customers and competitors behave in situations in a structured way o formal or informal interviews, chats or focus groups: talking to people to find out their views and experiences. ● Benefits and drawbacks of a range of secondary research methods used by enterprises to include: <ul style="list-style-type: none"> o online research o books, journals, trade magazines o company materials o market and government reports and statistics. <p>B2 Understanding customer needs</p> <ul style="list-style-type: none"> ● The importance of the information that primary and secondary research methods can provide about customers to include: <ul style="list-style-type: none"> o understanding the market: anticipating and identifying customer needs o producing products to market that solve a problem or add value for the customers o identifying customer expectations: good-value products, rapid response to enquiries, clear and honest information, after-sales service o adapting different products to meet customer needs according to age, gender, income, lifestyle and location. <p>B3 Understanding competitor behaviour</p> <ul style="list-style-type: none"> ● Understanding the market: <ul style="list-style-type: none"> o anticipating and identifying competitor behaviour o producing products to market that are different from competitors o identifying features of the competitors. <p>Competitive advantage:</p> <ul style="list-style-type: none"> o the ability to meet customer needs better than competitors on quality, price, features, customer service, availability, convenience. 	
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	<p>B4 Suitability of market research methods</p> <ul style="list-style-type: none"> ● Suitability of market research methods that could help the enterprise in gaining further information to include: <ul style="list-style-type: none"> o finding out further information about their customers and their competitors o alternative methods based on the size of the enterprise, cost of research, time and human resources available to undertake research. 	
<p>Vocab List</p> <p>Customer, market, research, primary research, secondary research, customer need, competitor, competitor behaviour, qualitative questionnaire, quantitative questionnaire, survey, post, social media, visit, observation, interview, chats, focus groups, online research, journals, trade magazines, government reports, statistics, value, after-sales, service, gender, lifestyle, location, competitive advantage, quality, price, features, customer service, availability, convenience.</p>		