

Meden School Curriculum Planning							
Subject	BTEC Media	Year Group	11	Sequence No.	MTP 1	Topic	RO64 RO66

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!'
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	<p>TAKEN FROM THE OCR SCHEME OF LEARNING</p> <p>LO1 Introduction to new qualification, unit, features of unit and assessment.</p> <ul style="list-style-type: none"> • What is a customer? • Difference between products/services, different needs of a customer in terms of products/services for segmentation focusing on: product services benefits, money they will pay for a product/service, quantity, quality, time and location of products/services. 	<p>Delivery Guide Unit R064 Enterprise and Marketing Concepts Understanding customer needs Task 1 Page 8 http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf</p> <p>and</p> <p>Market segmentation Task 2 Page 8 http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf</p> <hr/> <p>Delivery Guide Unit R065 Design a business proposal LO1 Identifying customers Activity 3 Page 7 http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf</p> <p>Delivery Guide Unit R064 Enterprise and Marketing Concepts LO1 Primary market research Task 3 Page 8 http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf</p>

<p>that can be reapplied throughout this component.</p>	<ul style="list-style-type: none"> • How Market segmentation is used by business to 'target' customers. • The benefits to a business of market segmentation: Customer needs, increased profits, customer retention, targeted marketing, increased market share • Different types of market segmentation. <p>LO1 Continuation of market segmentation focusing on: age, gender, occupation, income, geographic and lifestyle.</p> <ul style="list-style-type: none"> • What is market research and the purpose of it? • Identify the main differences between primary and secondary research methods and how they are used for different business purposes. • Primary research methods: Observation, questionnaires, surveys, focus groups, consumer trials. 	<p>Lesson Element based on Primary Market Research http://www.ocr.org.uk/Images/359158-unit-r064-primary-market-research-lesson-element.doc</p> <p>Delivery Guide Unit R064 Enterprise and Marketing Concepts LO1 Secondary market research Task 4 Page 8 http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf</p> <p>Delivery Guide Unit R065 Design a business proposal LO2 Activity 1 Page 9 Primary research methods in business http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf</p> <p>Clip to highlight the importance of market research https://www.bbc.com/education/clips/zqk6n39</p> <p>Delivery Guide Unit R064 Enterprise and Marketing Concepts LO2 Types of costs 1Task 1 and Types of costs 2 Task 2 Page 10 http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf</p> <p>https://www.bbc.com/education/guides/zxq2hyc/video</p> <p>https://www.tutor2u.net/business/blog/lesson-worksheet-business-costs</p> <p>Delivery Guide Unit R064 Enterprise and Marketing Concepts LO2 Calculating revenue Task 3 Page 10 http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf http://www.bbc.co.uk/schools/gcsebitesize/business/finance/accountingprinciplesrev1.shtml</p> <p>https://www.bbc.com/education/clips/zq9xpv4</p> <p>Break even lessons element: http://www.ocr.org.uk/Images/359159-unit-r064-break-even-lesson-element.doc</p>
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	<p>LO1 Differences and uses of secondary research methods used by business to include:</p> <ul style="list-style-type: none"> • Internal data, trade magazines, competitor's data, government publications, purchased research materials. • The different types of customer feedback techniques used by business to include: social media, online surveys, comment cards, comments made to staff, telephone/email surveys, email contact forms. • Review of learning for market segmentation and market research. <p>LO2 Costs of producing products/services:</p> <ul style="list-style-type: none"> • Fixed costs to include: rent, loans, insurance, advertising, salaries, utilities and variable costs which include: raw materials, components, stock, packaging. 	<p>http://www.ocr.org.uk/Images/359161-unit-r064-constructing-a-break-even-graph-powerpoint-presentation.ppt</p> <p>http://www.bbc.co.uk/schools/gcsebitesize/business/finance/profitabilityrev2.shtml</p> <p>https://www.bbc.com/education/guides/zxq2hyc/revision</p> <p>http://www.beebusinessbee.co.uk/index.php/btec-first-business/19-btec-first-award-business-unit-2-finance-for-business/94-break-even-analysis-student-activity</p> <p>https://www.bbc.com/education/guides/zt2xn39/test</p> <p>https://www.tutor2u.net/business/reference/marketing-product-life-cycle</p> <p>Delivery Guide Unit R064 Enterprise and Marketing Concepts LO3 The product lifecycle Task 1 and extension strategies Page 12 http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf</p> <p>http://www.bbc.co.uk/schools/gcsebitesize/business/aims/aimsandactivitiesrev7.shtml Media clip highlighting the importance of a good brand image for business: https://www.bbc.com/education/clips/zj9xpv4</p> <p>https://www.tutor2u.net/business/reference/marketing-product-differentiation-usps https://www.bbc.com/education/guides/zjkd2hv/revision/1 Delivery Guide Unit R064 Enterprise and Marketing Concepts LO3 Product differentiation Page 12 http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf</p> <p>Delivery Guide Unit R064 Enterprise and Marketing Concepts</p>
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	<ul style="list-style-type: none"> • How to calculate total revenue. <p>LO2 Introduction to the concept of break-even including definition and how to calculate.</p> <p>Continuation of break-even focusing on how to construct break even graphs.</p> <p>How useful the concept of break-even is for business decision making and how to interpret break-even for a business.</p> <p>LO2 How profit is calculated in units and output by business.</p> <p>Review of knowledge on break-even with a task.</p> <p>Revision test on break-even.</p> <p>LO3 Introduction to the concept of the product lifecycle focusing on:</p> <ul style="list-style-type: none"> • Development, introduction, growth, maturity and decline. • Continuation of product life cycle focusing on extension strategies. 	<p>LO3 Economic issues and legal issues that affect product development Page 12 http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf</p> <p>Delivery Guide Unit R064 Enterprise and Marketing Concepts LO4 Pricing decisions and pricing strategies Page 14 http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf</p> <p>Lesson Element R065 Design a business proposal on pricing strategies http://www.ocr.org.uk/Images/363932-unit-r065-pricing-strategies-lesson-element.docx</p> <p>Media clip https://www.bbc.com/education/clips/z2dhfg8</p> <p>Delivery Guide Unit R064 Enterprise and Marketing Concepts LO4 Advertising Page 14 http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf</p> <p>Examples of advertising methods used in business https://www.infusionsoft.com/business-success-blog/sales/e-commerce/26-best-examples-of-sales-promotions-to-inspire-your-next-offer</p> <p>Examples of sales promotion methods which have not always worked https://www.telegraph.co.uk/finance/personalfinance/money-saving-tips/10986643/Supermarket-fake-offers-in-pictures.html</p> <p>https://www.tutor2u.net/business/reference/customer-service-revision-presentation</p> <p>https://www.tutor2u.net/business/reference/benefits-of-good-customer-service</p> <p>https://www.tutor2u.net/business/blog/empowerment-and-customer-service-at-pizza-express</p> <p>Media clip for customer service https://www.bbc.com/education/clips/z8dr4wx</p> <p>Delivery Guide Unit R064 Enterprise and Marketing Concepts</p>
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	<p>LO3 Creating product differentiation in business by creating:</p> <ul style="list-style-type: none"> • strong brands • design mix models • USP's. <p>LO3 Impact of external factors on product development focusing on</p> <ul style="list-style-type: none"> • Economic issues • Legal issues. <p>LO4 How businesses consider how to price a product to attract/retain customers.</p> <p>Pricing strategies to include:</p> <ul style="list-style-type: none"> • Competitive pricing • Psychological pricing • Price skimming • Price penetration. <p>Impact of different types of advertising methods that businesses use to:</p> <ul style="list-style-type: none"> • Attract customers • Retain customers. <p>How businesses select the most appropriate method and the sales promotion techniques used.</p>	<p>LO5 Business Ownership Page 16 http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf</p> <p>https://www.bbc.com/education/guides/z4br87h/revision/1 https://www.bbc.com/education/guides/z4br87h/revision/2 https://www.bbc.com/education/guides/z4br87h/revision/4</p> <p>Franchise media clip https://www.bbc.com/education/clips/zrfkixs</p> <hr/> <p>Sources of finance https://www.bbc.com/education/guides/zmj7tfr/revision</p> <p>Crowdfunding media clip with examples: http://www.bbc.co.uk/webwise/0/26978816 Disadvantages of crowdfunding: https://www.nibusinessinfo.co.uk/content/advantages-and-disadvantages-crowdfunding</p> <p>Delivery Guide Unit R064 Enterprise and Marketing Concepts LO5 Sources of finance and Business plans 1Page 16 http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf</p> <hr/> <p>Business plan information https://www.tutor2u.net/business/reference/planning-a-new-business</p> <p>Delivery Guide Unit R064 Enterprise and Marketing Concepts LO5 Business plans 2 and 3 Page 16 http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf</p> <hr/> <p>Delivery Guide Unit R064 Enterprise and Marketing Concepts LO6 An introduction to the functions of business Page 17 http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf</p> <hr/> <p>Activity 5 The finance function Page 18 http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf</p> <hr/> <p>Media clip on recruitment https://www.bbc.com/education/guides/zn6hyrd/video</p>
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	<p>LO4 Importance of good customer service to attract and retain customers for a business focusing on:</p> <ul style="list-style-type: none"> • Product knowledge • Customer communication • After sales services. <p>LO5 Different forms and features of business ownership for business start-ups to include:</p> <ul style="list-style-type: none"> • Sole trader • partnership (limited liability partnerships) • franchise <p>with advantages/disadvantages of each type.</p> <p>LO5 Sources of capital to start up a business focusing on: savings, relatives, friends, loans, crowdfunding, grants and business angels to include advantages and disadvantages of each method.</p> <p>The importance of business planning to include: description of :</p> <ul style="list-style-type: none"> • Idea targets • Measure progress 	<p>Recruitment resource https://www.bbc.com/education/guides/zn6hyrd/revision</p> <p>Motivation of workers https://www.bbc.com/education/guides/zstpvcw/revision</p> <p>Health and safety of employees https://www.bbc.com/education/guides/zfhn34j/revision/3</p> <p>Employment legislation https://www.bbc.com/education/guides/zfhn34j/revision/1</p> <hr/> <p>Marketing Mix https://www.bbc.com/education/guides/zw987ty/revision</p> <p>Market Research https://www.bbc.com/education/guides/zd4kq6f/revision</p> <p>Media Clip to introduce the Operations function https://www.bbc.com/education/guides/z3fvcdm/video https://www.bbc.com/education/guides/zby34wx/revision</p> <p>Quality Control https://www.bbc.com/education/guides/zr3gkqt/revision</p> <p>Stock control/logistics from Operations: https://www.bbc.com/education/guides/zcbr87h/revision</p> <p>Media clip to introduce the importance of recording finance https://www.bbc.com/education/guides/zhm6sbk/video</p> <p>Financial performance reporting https://www.bbc.com/education/guides/zhm6sbk/revision</p> <p>Cash flow https://www.bbc.com/education/guides/z67mpv4/revision</p> <p>Cash flow lesson to use as a resources: [PDF] Available from CIMA - https://www.cimaglobal.com/</p> <hr/> <hr/> <hr/>
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	<ul style="list-style-type: none"> • Cash flow • Issues. <p>LO5 Business plan details Review of LO3-LO5.</p> <p>LO6 The purpose of different functional areas needed for a new business:</p> <ul style="list-style-type: none"> • Human Resources • Marketing • Operations • Finance. <p>LO6 Focus on human resources function to include:</p> <ul style="list-style-type: none"> • Recruitment and selection • Training and development • Performance management • Health and safety in the workplace • Compliance with employment legislation. <p>LO6 Main activities of the marketing function to include:</p> <ul style="list-style-type: none"> • marketing mix • market research. <p>Main activities of the operations functional area:</p>	<p>http://www.ocr.org.uk/Images/338458-unit-r064-enterprise-and-marketing-concepts-sample-assessment-material.pdf</p>
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	<ul style="list-style-type: none"> • production • quality control • stock • logistics. <p>Finance in terms of reporting and cash flow.</p>	
<p>Vocab List</p> <p>SME, enterprise, company, firm, business, micro, staff, sole-trader, partnership, limited liability partnership, limited liability, ltd, social enterprise, location, physical, online, side hustle, sector, B2B, B2C, social enterprise, goods, services, bricks, clicks, flips, e-commerce, break-even, expansion, sales, ethics, social service, skills, characteristics, time management, negotiation, risk, versatility, motivation, proactiveness, adaptability, resilience, adversity, optimism, vision, resourcefulness, capacity to inspire.</p>		