Week	36	37	38	39	
W/C Date	25-Jun	2-Jul	9-Jul	16-Jul	
Topic	UNIT 3 Marketing Mix	UNIT 3 Product	UNIT 3 Product	UNIT 3 Product	
Key Objectives	Overview of 4Ps USP Product differentiation Product range	Product life cycle - stages	Product life cycle - stages	Product life cycle – extension strategies	
Assessment					
Homework					

Department **Year 10 grades 3-8 long term plan**

	Assessment weeks
	Moderation week
	Data Capture
	STAR marking
	Exit Poll

Key Skills to be Covered

Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
W/C Date	03-Sep	10-Sep	17-Sep	24-Sep	01-Oct	08-Oct	15-Oct		29-Oct	05-Nov	12-Nov	19-Nov	26-Nov	03-Dec	10-Dec	17-Dec		
Topic	UNIT 3 Product	UNIT 3 Price	UNIT 3 Price	UNIT 3 Price	UNIT 3	UNIT 3 Promotion	UNIT 3 Promotion		UNIT 3 Promotion	UNIT 3 Promotion	UNIT 3 Price	UNIT 3 Price	UNIT 3 Place	UNIT 3 Place	UNIT 3 Place	UNIT 3 Place		
Key Objectives	Extension strategies star mark	Pricing strategies	Pricing strategies in different contexts/ scenarios	Pricing strategies Star mark	Revision and assessment	Promotional methods	Different media/ effect of technology		Promotion in different contexts/ scenarios	Pricing strategies	Promotion in different contexts/ scenarios	Price Star Mark	Channels of distribution	e-commerce – role and importance	Multi-channel distribution Application to different contexts	Distribution channel star mark		
Assessment																		
Homework																		

Week	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34
W/C Date	07-Jan	14-Jan	21-Jan	28-Jan	04-Feb	11-Feb		25-Feb	04-Mar	11-Mar	18-Mar	25-Mar	01-Apr	08-Apr		
Topic	UNIT 3 Identifying and Understanding customer needs	UNIT 3 Identifying and Understanding customer needs	UNIT 3 Market research	UNIT 3 Market research	UNIT 3 Branding	UNIT 4 Sources of Finance		UNIT 4 Sources of Finance	UNIT 4 Revenue and Costs	UNIT 4 Revenue and Costs	UNIT 4 Revenue and Costs	UNIT 4 Revenue and Costs	UNIT 4 Profit and Loss Accounts	UNIT 4 Profit and Loss Accounts		
Key Objectives	Market segmentation- how and why	Market segmentation /poster activity Star mark and reflection	Primary and secondary Quantitative and Qualitative	Interpreting, analysing and evaluating data	How and why businesses create a brand Exam style star mark	Internal sources – adv and disad External sources – adv and disad		Application of knowledge to different scenarios/ contexts Exam style star mark	Intro to revenue, costs, profit	Intro to break even – costs/ revenue	Break even Star mark and reflection	Average rate of return	Main components of P&L a/c	Interpret P&L a/c - recommendations		
Assessment																
Homework																

Week	35	36	37	38	39	40	41	42	43	44	45	46
W/C Date	29-Apr	06-May	13-May	20-May		03-Jun	10-Jun	17-Jun	24-Jun	01-Jul	08-Jul	15-Jul
Topic	UNIT 4 Profit and Loss Accounts	UNIT 4 Cash Flow	UNIT 4 Cash Flow	UNIT 4		UNIT 4	UNIT 4	UNIT 4 Financial Performance				
Key Objectives	P&L Star Mark	Construct and calculate a cash flow forecast	Interpretation of cash flow forecast - recommendations	Revision		Mock Assessment and revision	Mock Assessment and revision	Use data on revenue, costs, profit, profit and loss accounts, cash-flow and ARR to analyse business performance and to make business decisions Star mark and reflection (of assessment)				
Assessment												