



YEAR 13 2023-2024 TERM 2

'An ambitious curriculum that meets the needs of all'

Medium Term Planning - Topic: Enterprise and Marketing



Curriculum Intent	<p>In addition to working further on objectives from Year 11, pupils will be taught, following National Curriculum guidelines, the following this term:</p> <p>To link with packaging in responsible design – students will look at how companies label and package products.</p>
Skills/Assessment Objective Links	<ul style="list-style-type: none">To gain knowledge and understanding of the importance of marketing and brandingTo understand the ways products are advertiseTo be aware of the role of entrepreneurs, marketing and collaborative working
Spiritual, moral, social, and cultural development	<p>SMSC: Non offensive branding</p> <p>PSHE/British Values: British companies</p> <p>Skills Builder: Building on knowledge and understanding of the previous unit of work</p>
Numeracy	
Literacy	<p>Vocabulary Tier 2: See highlighted above</p> <p>Vocabulary Tier 3: See highlighted above</p> <p>Reading: exam style question, text book terminology</p> <p>Writing: use of technical tier 3 vocabulary within an exam question and annotation</p> <p>Oracy: when questioned pupils are able to use technical subject specific language</p>
Becoming future ready	<p>Careers/Employability: Use of knowledge to apply to the world of work and branding</p>
Adaptation	<p>Throughout this topic, quality first teaching will provide differentiation:</p>
QFT/SEND Provision	<p>By product:</p> <p>By resource: A Level books, Online resources, Powerpoints</p> <p>By Intervention: by providing different levels of supervision and support</p> <p>By Progressive Questioning: exploring pupils' understanding through interactive dialogue.</p> <p>By Grouping: according to prior attainment, gender, social preference, preferred learning style.</p> <p>By Task: Pupils should be involved in the identification of targets which are meaningful to them and in the selection of an appropriate task from the given range.</p> <p>By Offering Optional Activities: In class or as homework, to extend learning.</p> <p>This QFT/SEND provision will be explicit within the lesson-by-lesson schemes of work.</p>
Implementation Curriculum Delivery	
Learning Outcomes (Knowledge)	<ul style="list-style-type: none">See Above
Current learning to be developed in the future within:	
Assessment	<p>Exam style question – use of AQA Exampro questions</p>
Impact	<p>Pupils to have knowledge and understanding of the topic in order to fully answer questions on paper 2</p>