

Home-School Learning Collaboration – Computing



Topics in this cycle: Business Studies	Taught: Spring 2	Year Group: 8
Key knowledge/concepts to be learnt ('Tell me about...')		Websites/blogs/YouTube links and further reading to deepen and consolidate learning
<ul style="list-style-type: none"> • What is market Research? Identify several methods of market research. Explain the purpose of market research. Demonstrate the method of using the internet to carry out primary market research. • What makes an effective questionnaire? Identify the different types of questions used in a questionnaire. Explain the difference between open and close ended questions. Demonstrate the creation of an effective questionnaire using open and closed questions. • What are the benefits of good branding? Identify the characteristics of a good product name. Explain the importance to a business of having a good brand name. Demonstrate their knowledge of branding by creating a thorough product plan. • What are the elements of good product packaging? Identify the different elements that are include in good product packaging. Explain the different characteristics of good product packaging. Demonstrate their knowledge of effective product packaging by creating a product package. • What are the elements of effective product promotion? Identify the different types of promotion. Explain what is meant by product promotion. Demonstrate their knowledge of effective promotion by creating a story board for a TV advertisement. • What makes a successful business pitch? Identify the elements of a successful business pitch. Explain the importance of having a detailed business pitch. Demonstrate their knowledge by create an effective business pitch. 		Notes/Information Market Research Market Research BBC Bitesize Business Studies Promotion Promotion BBC Bitesize Business Studies Business Plans Business Plans BBC Bitesize Business Studies Videos The most successful sales pitch on Dragons Den Dragons Den - The most successful business pitch in Dragons Den History YouTube Effective Product Packaging Tips Best Product Package Design Tips YouTube

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Key Vocabulary and Definitions To Be Learnt		What Will The Assessment Look Like?
Market Research	an organised effort to gather information about target markets or customers.	<p>Extended writing – Explain the key elements of an effective business pitch.</p> <p>End of Unit test: 35 minutes/25 marks</p> <ul style="list-style-type: none"> • Short answer questions • Extended writing • 3 marks for SPAG
Questionnaires	list of questions or items used to gather data from respondents about their attitudes, experiences, or opinions.	
Products	any item or service you sell to serve a customer's need or want	
Branding	the promotion of a particular product or company by means of advertising and distinctive design.	
Product Packaging	the physical materials and design elements that enclose and present a product	
Promotion	any type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue.	<p>Family Learning Opportunities</p> <p>Create a business pitch to present to your family and have your family members act like the different members of the Dragons from the BBC TV Show Dragons Den. See if you are able to win them over with your business pitch!</p> <p>Is this the best ever pitch on Dragons Den? YouTube</p> <p>Devise a quiz on the different aspects of creating a successful product and test your family.</p>
Business Pitch	A business pitch is a concise and compelling presentation or proposal that outlines the key elements of a product, service, or business idea with the aim of persuading potential investors, partners, or customers.	
Customer Needs	a customer's desire, expectation, or requirement for a product, service, or brand	
Story Board	a sequence of drawings, typically with some directions and dialogue, representing the shots planned for a film or television production.	
Service	an action or activity that one person or group performs for another.	