

Business & Marketing Curriculum Links

KS4

OCR GCSE Business

- 2.1 The role of marketing
- 2.2 Market research
- 2.3 Market segmentation
- 2.4 The marketing mix

OCR Cambridge Technicals: Business (level 2)

Unit 3 – Use social media for business purposes

OCR Level 1 / 2 Enterprise and Marketing

Unit R064: Enterprise and marketing concepts

- LO1: Understand how to target a market
- LO3: Understand product development
- LO4: Understand how to attract and retain customers

AQA GCSE Business

- 3.5.1 Identifying and understanding customers
- 3.5.2 Segmentation
- 3.5.3 The purpose and methods of market research
- 3.5.4 The elements of the marketing mix: price, product, promotion and place (4Ps).

Edexcel GCSE Business

- 1.2.1 Customer needs
- 1.2.2 Market research
- 1.2.3 Market segmentation
- 1.2.4 The competitive environment
- 1.4.3 The marketing mix
- 2.2.1 Product
- 2.2.2 Price
- 2.2.3 Promotion
- 2.2.4 Place
- 2.2.5 Using the marketing mix to make business decisions

WJEC GCSE Business

- 5.1 Identifying and understanding customers
- 5.2 Market research
- 5.3 The marketing mix
- 5.4 Product
- 5.5 Price
- 5.6 Promotion
- 5.7 Place

KS5

OCR Cambridge Technicals: Business (level 3)

- Unit 5 – Marketing & market research
- Unit 6 – Marketing Strategy
- Unit 7 – Marketing campaign

OCR Cambridge Technicals: Digital Media (level 3)

- Unit 4 – Interactive media product
- Unit 6 – Social media & globalisation
- Unit 20 – Advertising media

OCR A-Level Business

- Marketing within a business environment – Marketing Objectives, Marketing Resources
- Customer needs – Identifying customer needs
- Customer needs – anticipating customer needs
- Customer needs – customers and consumers
- Customer needs – the product life cycle
- The marketing strategy – The marketing Mix
- The marketing strategy – Product, Price, Place, Promotion
- Marketing writing the external environment
- The Marketing strategy – The strategy

AQA Level 3 Technical Level Business: Marketing Communications

- Unit 2: Marketing principles
- Unit 3: Customer Communications
- Unit 5: Responsible business practices
- Unit 6: Marketing Research

AQA A-Level Business

- 3.3.1 Setting marketing objectives
- 3.3.2 Understanding markets and customers
- 3.3.3 Segmentation, targeting, positioning
- 3.3.4 Using the marketing mix

Edexcel A-Level Business

- 1.1 Meeting customer needs
- 1.2 Market
- 1.3 Marketing mix and strategy
- 4.3 Global marketing

Eduqas GCSE Business

- The nature of business activity
- Business aims and objectives
- Identifying and understanding customers
- Market research
- The marketing mix
- Product, Price, Promotion, Place

Eduqas A-Level Business

- Business Opportunities
- Business Functions – marketing

Eduqas Level 3 Applied Business

- Unit 2 – Active Marketing
- Unit 5 – Markets and customers