

CURRICULUM OVERVIEW FOR YEAR 9 COMPONENT 3 PROMOTION AND FINANCE

Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic	The 4Ps A1 Elements of the promotional mix and their purposes	A1 Elements of the promotional mix and their purposes A2 Targeting and segmenting the market	A2 Targeting and segmenting the market A3 Factors influencing the choice of promotional methods B1 Financial documents B2 Payment methods B3 Sources of revenue and costs	B4 Terminology in financial statements B5 Statement of comprehensive income B6 Statement of financial position	B7 Profitability and liquidity C1 Using cash flow data C2 Financial forecasting C3 Suggesting improvements to cash flow problems	C4 Break-even analysis and break-even point C5 Sources of business finance
Knowledge	Product in the marketing mix Price in the marketing mix Place in the marketing mix Promotion in the marketing mix The use of advertising to persuade and inform The two basic aspects of advertising: message medium	Advertising methods: moving image print ambient digital audio Sales promotions Personal selling Purpose and methods Public relations activities Purpose and methods Direct marketing Establishing individual relationships with customers: methods Types of markets: business to business (B2B) business to consumer (B2C)	Demographic Geographic Psychographic Behavioural Internal and External factors Costs, Advertising, product, lifecycle etc. Types: invoices, delivery notes, purchase orders, credit notes, receipts Importance to a business of accuracy when these documents are being used Cash, credit cards, debit cards, direct debit, payment technologies Impact on customers and enterprises of using different methods Income from sales and from assets	Turnover (net sales) and cost of sales (cost of goods sold) Gross profit, expenses, net profit, retained profit Fixed assets and current assets Current liabilities and long-term liabilities Debtors and creditors Net current assets Capital Profit or loss of an enterprise over time Calculate profit/loss using a simple statement of comprehensive income Complete and interpret a statement of financial position Capture financial performance of	Calculate profitability ratios from given formulas: gross profit margin percentage (GPM): $(\text{gross profit} \div \text{revenue}) \times 100$ net profit margin percentage (NPM): $(\text{net profit} \div \text{revenue}) \times 100$ Liquidity ratios Calculate liquidity ratios from given formulas: current ratio: $\text{current assets} \div \text{current liabilities}$ liquid capital ratio: $(\text{current assets} - \text{inventory}) \div \text{current liabilities}$ Cash – liquid assets of the business; bank balance plus cash in the business	The value and importance of break-even analysis to enterprises when planning Limitations of break-even analysis Construct and interpret a break-even chart and recognise its limitations Costs: variable costs, fixed costs, total costs Sales: total revenue Margin of safety Break-even = $\text{fixed costs} \div (\text{selling price per unit} - \text{variable cost per unit})$ Break-even point Planning with break-even The value and importance of break-even analysis to enterprises when planning Limitations of break-even analysis

			<p>Start-up costs and running costs</p>	<p>an enterprise at a point in time Categorise total assets and liabilities using a statement of financial position Interpret statements of comprehensive income and of financial position to calculate ratios that show: the difference between cash and profit the difference between liquidity and profitability</p>	<p>Cash flow – difference between the cash flowing into the business (inflows) and the cash flowing out of the business (outflows), positive and negative liquidity Difference between sales and purchases Cash flow statement: the cash inflows and the cash outflows over the past 12 months Cash flow forecast: the forecasted future cash inflows (from sales) and the outflows (such as raw materials, wages) per month over a set period Purpose of a cash flow forecast: to identify money coming in (inflows) and going out (outflows) of the enterprise over time to determine net current asset requirements and make business decisions Inflows: sales capital introduced loans Outflows: purchases running costs Analysis of cash flow information – considering changes in inflows and outflows over a</p>	<p>Why enterprises may plan different sources of finance for different purposes or at different stages and the relevance of each source Using internal sources of finance: owner funds retained profits advantages and disadvantages of each source Short-term sources of external finance: credit cards trade credit advantages and disadvantages of each source" Long-term sources of external finance: loans government grants venture capital peer-to-peer lending advantages and disadvantages of each sources</p>
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					<p>period and how this affects the enterprise, considering differences between predicted and actual cash flow</p> <p>Cash flow problems – not having enough cash to pay employees and suppliers</p> <p>Impact of timings of inflows and outflows, and suggested solutions to problems:</p> <ul style="list-style-type: none"> increasing revenue selling off unused assets selling off inventory chasing debtors for monies owed cutting costs delaying payment to suppliers reducing credit period offered to customers cutting back or delaying expansion plans 	
Skills	<p>Developing marketing strategies for products</p> <p>Written and communication skills</p>	<p>Targeting B2B and B2C businesses</p> <p>Written, verbal skills</p>	<p>Showing knowledge of financial document structure and terminology</p>	<p>Calculations</p> <p>Completion of accounts</p> <p>Understanding of key terminology</p>	<p>Calculations</p> <p>Completion of accounts</p> <p>Understanding of key terminology</p>	<p>Calculations</p> <p>Completion of accounts</p> <p>Understanding of key terminology</p>
Key Marked Piece (Summative Assessments in bold)	<p>Report on promotional activities carried out by businesses</p> <p>Written article on how businesses respond to change</p>	<p>Report on how B2B and B2C companies target customers</p> <p>Article discussing how businesses use personal selling methods</p>	<p>Digital scrapbook showing financial documents and discussion</p> <p>Written article on payment methods</p>	<p>Completion of statements of comprehensive income</p> <p>Completion of statements of financial position</p>	<p>Completion of Cash flow forecasts and statements</p> <p>Report suggesting improvements to cash flow</p>	<p>Interpreting and creating break even chart document</p> <p>End of year examinations (real examination to be sat end of Year 10)</p>
Vocabulary	<p>Marketing mix, Price, Pricing strategies,</p> <p>Advertising, message, medium</p>	<p>Moving image, print, ambient, digital, audio</p> <p>Promotions, product life</p>	<p>Demographics, geographic, services, goods</p>	<p>Capital, Start-up costs, Running costs, savings, loans,</p>	<p>Cash inflows, cash outflows, liquid assets, consumables, sublet, cash, utilities,</p>	<p>Finance, owner funds, retained profit, leasing, working capital</p>

		<p>cycle, advertising promotion, sales promotion</p> <p>Leads, personal selling, qualify, video, web conferencing</p> <p>Public relations, exhibitions, promotional stunts, sponsorship, press release, image</p> <p>Telemarketing, Digital mail, Junk mail</p> <p>B2C, B2B. Brand identify, brand image, demand, consumers</p>	<p>Psychographic, behavioural, usage, loyalty</p> <p>Enterprise, budget, budgetary constraints</p> <p>Assets, taxation, purchase order, delivery note, goods received, credit note, invoice, receipts, buyers, sellers</p> <p>Cash, credit card, debit card, direct debit, payment technology, store card,</p> <p>Capital, Start-up costs, Running costs, savings, loans, fixed costs, variable costs</p>	<p>fixed costs, variable costs</p> <p>Turnover, cost of sales, gross profit, expenses, net profit, retained profit, current liabilities, long term liabilities, debtors, creditors, net current assets, capital</p> <p>Shareholders, stakeholders, employees, customers, suppliers, government, accounting, cash flow</p> <p>Asset, liability, capital, net current assets, current assets, fixed assets, retained profit, share capital, stock</p> <p>Profitability, liquidity, cash, profit, GPM, NPM, current ratio, liquid capital ratio, inventories</p>	<p>dividends, interest, forecast, sales, purchases, cash flow</p> <p>statements, cash flow forecast, net cash flow</p>	<p>"Internal, external, owner funds</p> <p>retained profits "</p> <p>Trade credit</p> <p>Loans, finance, government grant, venture capital, peer-to-peer lending</p>
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