

Year 9 Topics

In year 9 students complete a 2-week module as an introduction to the study of Business Studies. The topics chosen underpin the main areas of the curriculum at KS4 and KS5.

Topic	Rationale	Knowledge acquisition	Key vocabulary	Skills and enrichment
Business	2-week series of activities to give students a taster of the Business Studies KS4 course using a variety of ICT tools and techniques	Methods of promotion	Message, Medium, Advertising methods, Sales promotions, Personal selling, Public relations, Direct marketing	Literacy – knowledge/spelling of new vocabulary Oracy – discussion of promotion use – which promotion would make you buy a product and why?
		Branding	Brand name, logo, slogan, trademark, brand personality, brand image, unique selling point, USP, brand loyalty	Literacy – knowledge/spelling of new vocabulary Oracy – discussion of how students are affected by branding when making a purchasing decision