

	Half Term	Year 10	Year 11
Autumn Term 2024	1	<p><u>Unit 2</u> Introduction to customer service</p> <ul style="list-style-type: none"> • The importance of customer service to retail business • The features of good customer service • The principles of good customer service • The situations in which retail business interact with customers • Online customer service <p>Meeting customer expectations</p> <ul style="list-style-type: none"> • Types of retail customers • The expectations of different types of retail customers • How retail businesses meet the expectations of different types of customers 	<p><u>Unit 3</u> Marketing retail businesses and products</p> <p>Identifying and targeting customers The marketing mix Use of technology in promotion Designing promotional materials for retail business How marketing activities contribute to aims</p>
	2	<p><u>Unit 2</u> Investigate customer experiences in retail businesses- Controlled assessment</p>	<p><u>Unit 3</u> Merchandising and marketing retail products- Controlled assessment</p>
Spring Term 2025	3	<p><u>Unit 1</u> Introduction to retail business</p> <ul style="list-style-type: none"> • Types of retail business activity • Types of retail business ownership • The different scales of retail business <p>Using data and recommending solutions to retail business issues</p>	<p><u>Embedding Unit 1</u></p> <ul style="list-style-type: none"> • Types of retail business activity • Types of retail business ownership • The different scales of retail business • The aims of retail business • Functional areas of retail business • The supply chain of retail business

	4	<p><u>Unit 1</u> Introduction to retail business</p> <ul style="list-style-type: none"> ● The aims of retail business ● Functional areas of retail business ● The supply chain of retail business <p>Using data and recommending solutions to retail business issues</p>	<p><u>Embedding Unit 1</u></p> <ul style="list-style-type: none"> ● The competitive environment ● The dynamic business environment ● The location of retail business ● External factors and retail business ● Seasonality and retail business
Summer Term 2025	5	<p><u>Unit 1</u> The retail business environment</p> <ul style="list-style-type: none"> ● The competitive environment ● The dynamic business environment ● The location of retail business ● External factors and retail business ● Seasonality and retail business 	<p><u>Examination Preparation</u></p>
	6	<p><u>Unit 3</u> Visual merchandising for retail business</p> <ul style="list-style-type: none"> ● The purpose of visual merchandising ● Types of visual merchandising ● The principles of visual merchandising ● Adapting Principles for different different retail channel types, scales and products ● Designing visual merchandising installations 	

Subject Curriculum Plan: **Retail Business**