

	Half Term	Year 10	Year 11
Autumn Term	1	<p><u>Unit 2</u></p> <p>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></p> <p>Marketing retail businesses and products</p> <p>Identifying and targeting customers</p> <p>The marketing mix</p> <p>Use of technology in promotion</p> <p>Designing promotional materials for retail business</p> <p>How marketing activities contribute to aims</p>
	2	<p><u>Unit 2</u></p> <p>Investigate customer experiences in retail businesses- Controlled assessment</p>	<p><u>Unit 3</u></p> <p>Merchandising and marketing retail products- Controlled assessment</p>
Spring Term	3	<p><u>Unit 1</u></p> <p>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></p> <p>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	5	<p><u>Unit 1</u></p> <p>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></p> <p>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 retail channel types, scales and products ● Designing visual merchandising installations 	