

	Half Term	Year 10	Year 11
Autumn Term	1	<u>Unit 2</u> Introduction to customer service <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 Meeting customer expectations <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 	<u>Unit 3</u> Marketing retail businesses and products <ul style="list-style-type: none"> Identifying and targeting customers The marketing mix Use of technology in promotion Designing promotional materials for retail business How marketing activities contribute to aims
	2	<u>Unit 2</u> Investigate customer experiences in retail businesses- Controlled assessment	<u>Unit 3</u> Merchandising and marketing retail products- Controlled assessment
Spring Term	3	<u>Unit 1</u> Introduction to retail business <ul style="list-style-type: none"> Types of retail business activity Types of retail business ownership The different scales of retail business Using data and recommending solutions to retail business issues	<u>Embedding Unit 1</u> <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	<u>Unit 1</u> Introduction to retail business <ul style="list-style-type: none"> • The aims of retail business • Functional areas of retail business • The supply chain of retail business Using data and recommending solutions to retail business issues	<u>Embedding Unit 1</u> <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	<u>Unit 1</u> The retail business environment <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 	<u>Examination Preparation</u>
	6	<u>Unit 3</u> Visual merchandising for retail business <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 	