Curriculum Overview

BE KIND
WORK HARD
AIM HIGH

RETAIL BUSINESS

At Coquet Community School, we provide a broad and balanced, ambitious curriculum for all pupils. Our Retail Business curriculum follows the Eduqas Level 1/2 Vocational Award in Retail Business and gives pupils opportunities to acquire and apply knowledge, skills and understanding through purposeful vocational tasks. Pupils develop knowledge of the retail industry, customer service, visual merchandising and marketing, while also building research, data-analysis, decision-making and problem-solving skills. We provide regular opportunities to revisit learning so that it becomes embedded in pupils' long-term memory. The overview of our plan is below:

Assessment: Unit 1 written examination - 1 hour 30 minutes (40%); Unit 2 controlled assessment - 6 hours (30%); Unit 3 controlled assessment - 8 hours (30%).						
Year	**Autumn 1**	**Autumn 2**	**Spring 1**	**Spring 2**	**Summer 1**	**Summer 2**
10 Retail Business	**Unit 2 - Customer service for retail business** Pupils learn the importance, features and principles of good customer service. They explore different types of retail customers, customer expectations and how retailers meet these expectations in stores and online. Pupils also develop research skills to investigate customer experiences.		**Unit 3 - Visual merchandising for retail business** Pupils develop knowledge of the purposes, types and principles of visual merchandising. They consider how merchandising is adapted for different retail channels, retailer types, scales and products, and develop practical skills in designing visual merchandising installations.		**Unit 3 - Marketing retail businesses and products** Pupils explore how retail businesses identify and target customers and use the marketing mix to achieve their aims, including the increasing use of technology in promotion. They design promotional materials, apply their learning to vocational tasks and prepare for controlled assessment.	
11 Retail Business	**Unit 1 - The business of retail** Pupils study retail business activity, ownership, scale, aims, functional areas and supply chains. They explore the competitive and dynamic retail environment, location, external factors and seasonality. Pupils also use qualitative and quantitative retail data, apply mathematical techniques, interpret information and make reasoned recommendations to retail business issues. Learning is consolidated through regular examination practice.					

Examples of ongoing assessment and feedback in lessons
● Verbal feedback by the teacher to the whole class which pupils act on during the lesson; this is often evidenced using green pen. ● Pupils self-assess or peer-assess work using a clear framework to guide improvements. ● Teachers circulate to give 'LIVE' and immediate feedback as pupils work independently. ● Pupils complete retrieval activities, mini quizzes and exam-style questions that revisit prior learning and check understanding. ● Teachers use tailored questioning and practice vocational tasks to assess pupils' ability to apply, analyse and evaluate.