

## 1A Summer SOW

<b>WEEK 1</b>	<b>Marketing Unit 4</b>
35 w/c 9 <sup>th</sup> June  Lesson 1 & 2	Marketing Management Part 1.  Setting Marketing Objectives: To understand the value of setting marketing objectives
<b>WEEK 1</b>	
Lesson 3 & 4	Understanding markets and customers To learn about the value of primary and secondary marketing research  To learn about the value of sampling
<b>WEEK 2</b>	
Lesson 5 & 6	Understanding markets and customers (2)  To understand the interpretation of marketing data.
<b>WEEK 2</b>	
Lesson 7 & 8 w/c 23 <sup>rd</sup> of June	Understanding markets and customers (2)  To understand the interpretation of marketing data
<b>WEEK 3-6</b>	<b>Summer Skills Project</b>
Lesson 9	Launch Summer Term
Lesson 10	Digital Skills Focus
Lesson 11-14	Plan & Present Project
<b>End of Term</b>	