



Year 10 - Retail - Curriculum – 2024-2025

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	Autumn Term		Spring Term		Summer Term	
	1	2	1	2	1	2
Key Concepts	Retail & The customer experience	Forms of retail businesses and Location characteristics	Advertising & Promotion	Brands & Goals	Retail & The customer experience	Retail & The customer experience
Knowledge & Understanding (National Curriculum) <i>Skills are across the whole year.</i>	<p>Year 10 Retail provides students with the platform to develop and enhance skills needed by many retail roles. All skills are taught in a sequential manner to support independence in assessments. Retail at Baldon School aims to give students the best experience and understanding of how businesses can develop physically on the high street and online. Retail allows students to be aware of patterns and trends in modern society and how they're able to present themselves within the developing retail world. We also encourage students to be aware of the online retail experience which is essential within the modern world for a successful business to thrive. This retail course enables students to confidently develop and investigate solutions for retail businesses. Our assessment structure is designed to ensure students can apply their knowledge while developing skills in different retail experiences. Learners will develop their understanding of advertising and promotion in retail and about retail brands. The projects and topics are developed to ensure that each year students embed and build upon previous knowledge and skills. Students will explore and develop brand knowledge to become experienced in the retail leaders on the high street and in the digital world. Students will be ready to further study and explore retail and be able to access the future workplace. Year 10 students are involved in creative enterprise courses that allow them to work with industry professionals to develop a real world project from a scenario which is provided by high street retailers. Students have been involved with fashion designers and fashion university graduates who have a wealth of information to help support our pupils to succeed in this industry.</p>					



Skills	R Develop RESILIENCE	★ <i>Students need to tackle sensitive real world topics such as changing retail environments and retail job redundancies / business closures. Irrespective of how sensitive and tough the students are learning, students will learn from these experiences.</i>
	A Possess AMBITION	★ <i>Students should show a desire to always improve based on constructive feedback and look to participate in group discussions and problem solving retail activities. Students should show a desire to always improve their retail skills.</i>
	I Demonstrate INTEGRITY	★ <i>Demonstrating and upholding strong moral and ethical values when learning specific topics throughout the year.</i>
	S Embed Self-Discovery	★ <i>Students have to reflect on topical issues such as economic and technology issues and impacts on retail. Students should be open to developing personal opinions and feelings, being mature enough to discuss in a group environment.</i>
	E Display EMPATHY	★ <i>Students need to listen to other people's views, experiences and opinions and be prepared to listen and understand differing viewpoints in order to develop their own personal opinion.</i>
Curriculum Links	<ul style="list-style-type: none"> • Retail has deep links with Business, IT, Technology, Art & Design and builds on some knowledge developed in these areas. Retail enables students to develop brand knowledge to become experienced in the retail leaders on the high street and in the digital world. Students will be ready to further study and explore retail and be able to access the future workplace. Retail students who complete other business courses will have crossover skills with knowledge and understanding in marketing and technology in business. Students will develop their understanding of technological changes in businesses and this links in with Digital IT. 	



<p>Assessment</p>	<ul style="list-style-type: none"> ● Practical Assessment - Customer interactions checkpoint <ul style="list-style-type: none"> ○ Checkpoint - Customer experience ● Practical Assessment - Store / Online checkpoint <ul style="list-style-type: none"> ○ Checkpoint - Customer Service ● Practical Assessment - Retail products checkpoint <ul style="list-style-type: none"> ○ Checkpoint - Retail Channels ● Written Assessment - Visual merchandising checkpoint <ul style="list-style-type: none"> ○ Checkpoint - Business and products ● Written Assessment - Marketing mix checkpoint <ul style="list-style-type: none"> ○ Checkpoint - Multi-channel retailing ● Written Assessment - Displays / Layout <ul style="list-style-type: none"> ○ Checkpoint - Promotional materials
<p>Aspirations & Careers</p>	<ul style="list-style-type: none"> ● Students recognise that the retail sector is a major source of employment in the UK and developing a wide range of retail skills and retail business knowledge is valuable. Students can pursue a career in retail, business, university, sixth form or apprenticeship with good retail skills. Retail enables students to have a broad appreciation of work in retail and related growth industries. The retail and fashion industry is vital to the UK economy; in 2019 it generated £366 billion worth of retail sales and employed 2.9 million people.