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| **What will we be learning?**1.1 Meeting Customer Needs | **Why this? Why now?**Knowing the different types of markets there are, their characteristics and how businesses find out their consumer’s needs in those markets and then map out their proposition to their customers is a fundamental part of being a business | **Key Words:**Mass marketNiche marketDynamic market Product orientationMarket orientation Primary market researchSecondary market researchMarket segmentationProduct differentiationAdding value |
| **What will we learn?*** + 1. The Market – mass, niche and dynamic markets, how competition affects the market and the diference between risk and uncertainty
		2. Market Research – Product vs Market orientation, primary and secondary research, limitations of market research and use of IT to support market research
		3. Market Positioning – market mapping, purpose of product differentiation and adding value
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| **What opportunities are there for wider study?**Researching into different types of markets and looking at businesses that operate in mass, niche and dynamic markets |
| **How will I be assessed?**Regular retrieval and formative assessment in lessons, mainly multiple choice. Will also complete a presentation on company in a dynamic market |