

# Subject: We are Market Researchers (Y6)



## Key Vocabulary

Websites

Enterprise

Market research

Advertise

Digital marketing

Following on from the previous module, year 6 will explore market research and create a pitch for a business. The topic focuses on enterprise skills and will include; creating surveys, understanding the importance of focus groups, designing logos, leaflets and a radio advert. These lessons therefore have cross-curricular links to literacy and persuasive and emotional language to hypothetically aid their business to make more sales.

## Key Points of Learning (RAG at end of each session)

To create our own mini enterprises using ICT

To learn how to create an online survey (perform market research)

To use IT to record footage of focus groups

To learn how to analyse data and to show findings in graphs on excel

To learn how to use LogoJoy to design a logo and to design your product using SmartDraw

To create a radio advert for the projects children have created

To learn how to design a leaflet to market your product/service

## Questions I want to Investigate now ...

## Useful Websites

[Internet Matters](#)

[Scratch](#)

