



Curriculum Map for Beauty Year 11

YEAR 11	Autumn 1 & 2
Topics	Research Project Brief Given By The Exam Board & Can Be Based Around Any Aspect Of The Exam Specification
Substantive Knowledge – The Knowledge Taught By The Teacher	<ul style="list-style-type: none">• Students will learn about factors to consider for them to complete a successful research project, students will then think about these factors when selecting their topic.• Students will learn why these factors are important for example, topics of interest, holds motivation, have prior knowledge of topics to perform a research project on.• Students will look at and discuss what they feel will be reliable sources of information for a research project.• Students will learn and show an understanding of different methods of research they will learn about primary and secondary research methods into their project.
Disciplinary Knowledge – How Has The Knowledge Been Established and Continues To Develop	<ul style="list-style-type: none">• To examine factors used for a research project and the suitability of them. Success factors include acknowledging sources, managing and analysing the content for the research project, managing time effectively and using a variety of sources.• To examine different sources of information that can be used for a research project – linking to primary and secondary research.
Skills	<ul style="list-style-type: none">• Understand the skills required for setting up a research project:-<ul style="list-style-type: none">○ Organisation○ Motivation○ Enthusiasm○ Time Management○ Natural Interest○ How To Select Appropriate Resources• Students will design a bibliography to evidence their findings and produce a timeline to highlight time management skills.
Links To Prior Learning	<ul style="list-style-type: none">• Knowledge on products used within the beauty industry and the features and benefits of them from work completed in Year 10.
Literacy/ Numeracy	<ul style="list-style-type: none">• Students will become familiar with professional terminology used along with key terms and their meanings.
Cross Curricular	<ul style="list-style-type: none">• Communication and life skills are used throughout this topic.• Students will understand how to communicate with their peers and the wider community.• Cross curricular skills linked to science for anatomy topics.
Assessment	<ul style="list-style-type: none">• Mock assessments in preparation for exam retakes in the January on 'Understanding the Hair and Beauty Sector.'• This project will be marked and submitted to the Exam Board by Easter.

YEAR 11	Spring 1	Spring 2
Topics	<p align="center">Marketing</p> <p align="center">Outlining Different Techniques and Looking At Customer Retention</p>	<p align="center">Marketing</p> <p align="center">Understanding Why Marketing Is An Important Tool</p> <p align="center">Research Factors That Influence Marketing</p> <p align="center">4 P's - Produce A Promotional Activity</p>
Substantive Knowledge – The Knowledge Taught By The Teacher	<ul style="list-style-type: none"> • Students will learn about marketing techniques used within the industry and how customer retention is met. • Students will then look at a business and how they promote and advertise. For example: <ul style="list-style-type: none"> ○ Boots ○ Nike ○ Costa ○ MacDonald's • Then we will look at and compare different ways different businesses advertise. 	<ul style="list-style-type: none"> • Students will learn about what the 4P's to marketing are and the importance of the 4P's in marketing and advertising. • Students will link what they have learnt and look at how different cosmetic products are advertised.
Disciplinary Knowledge – How Has The Knowledge Been Established and Continues To Develop	<ul style="list-style-type: none"> • To examine the different techniques used in marketing and advertising. Marketing strategy is important as it defines how we communicate and utilise products and services. 	<ul style="list-style-type: none"> • The impact the 4P's has on a successful marketing process. The 4 P's of marketing are the key factors that are involved in marketing of goods or services.
Skills	<ul style="list-style-type: none"> • Students will be able to identify market segmentation, marketing mix and marketing communication. • Students will be able to discuss factors that influence marketing. • Skills developed in this unit will be further developed in Year 12 where students will need to promote treatments and products and can use the knowledge gain on the 4 P's to help with their promotion. 	<ul style="list-style-type: none"> • Students will show an understanding of marketing segmentation, marketing mix and marketing communication. • Students will confidently be able to explain the different factors that influence marketing and be able to link this to the 4P's allowing them to produce their own promotional material. • Skills developed in this unit will be further developed in Year 12 where students will need to promote treatments and products and can use the knowledge gain on the 4 P's to help with their promotion.
Links To Prior Learning	<ul style="list-style-type: none"> • Links back to Year 10 and last term, looking at different marketing techniques and methods so they can expand their knowledge on this is the second half of the term which will link to factors that influence marketing and discovering what the 4 P's stands for and providing examples of this linked to hair and beauty industry. 	<ul style="list-style-type: none"> • Links back to Year 10 and last term, looking at different marketing techniques and methods so they can expand their knowledge on this is the second half of the term which will link to factors that influence marketing and discovering what the 4 P's stands for and providing examples of this linked to hair and beauty industry.

Literacy/ Numeracy	<ul style="list-style-type: none"> • Essay structure for projects and assignments. • Analyses of data from questionnaires • Use of open and closed questioning techniques to produce a questionnaire. 	<ul style="list-style-type: none"> • Essay structure for projects and assignments. • Analyses of data from questionnaires. • Use of open and closed questioning techniques to produce a questionnaire.
Cross Curricular	<ul style="list-style-type: none"> • Importance of presentation and communicating with others. Understand positive work ethics. • Legislation and regulations. • Cross curricular links to science anatomy of the human body. 	<ul style="list-style-type: none"> • Importance of presentation and communicating with others. Understand positive work ethics. • Legislation and regulations • Cross curricular links to science anatomy of the human body.
Assessment		<ul style="list-style-type: none"> • Assessments will take place in April – this will be a combination of practical elements and theory knowledge. Testing and retesting, past and mock papers.

YEAR 11	Summer 1	
Topics	Creating An Image Practical Assessment Plan Their Image, Create Their Mood Board and Practice Their Image Ready For Their Final Practical Exam.	
Substantive Knowledge – The Knowledge Taught By The Teacher	<ul style="list-style-type: none"> • Students will be practising the skills they learnt in Year 10 on nail care, make-up and hair styling to produce an image reflecting skill and professional techniques. This will include students demonstrating their understanding how to file and paint nails correctly, applying a range of make-up colours use the correct sequence and technique. Styling of hair showing skill and knowledge using a variety of tools and equipment to create the desired look. 	
Disciplinary Knowledge – How Has The Knowledge Been Established and Continues To Develop	<ul style="list-style-type: none"> • Practical work promotes experiential learning and encourages self-learning. • Practical work familiarises students with tools and equipment they will be required to use to perform a successful service. 	
Skills	<ul style="list-style-type: none"> • Students will demonstrate their ideas by carrying out a full range of treatments and ideas, allowing them to complete a competent practical exam. • Skills developed:- <ul style="list-style-type: none"> ○ Timing ○ Professional Appearance ○ Professional Approach ○ Communication Skills • These are all skills students will require in Year 12 when performing treatments. 	
Links To Prior Learning	<ul style="list-style-type: none"> • The marketing unit will help students gain ideas in preparation for their creating an image assessment. The marketing unit gets the students to research products and services within a salon environment which will help them to gain more knowledge on the treatments and services available and how they can be linked into their final assessment allowing them to perform a professional but creative assessment. 	
Literacy/ Numeracy	<ul style="list-style-type: none"> • Key Words • Professional Terminology 	

	<ul style="list-style-type: none">• Essay Based Writing• Designing Graphs and Pie Charts to Show Statistics
Cross Curricular	<ul style="list-style-type: none">• Careers• Communication skills• People skills• Legislation• Rules and regulations in a workplace• Life skills
Assessment	<ul style="list-style-type: none">• Research and marketing projects will be submitted in April.• Summative practical assessment to take place at the beginning of May with on-going formative assessments up until May.