



Business Department Saint Ambrose College

A Level Business (AQA) Knowledge Organiser

Unit 3 How to improve marketing performance

Sub-topics

1. Marketing objectives
2. Markets and customers
3. Segmentation, targeting, positioning
4. The marketing mix

Key concepts:

- Types of Market Research
- Sampling
- Correlation
- Elasticity
- Segmentation
- Boston Matrix
- Product Life Cycle
- Marketing Mix

Key facts / information;

Firms use sampling and extrapolation to forecast future sales figures

Elasticity measures the responsiveness of demand compared to a change in another variable such as Price or Income

Extension activities;

Make a list of products along the Elasticity spectrum. List them in order from where demand changes little when prices changes to where demand changes greatly to a change in price.

Further reading and sources of information;

Tutor2U have produced a series of tutorial videos and reference materials for this unit, go to: <https://www.tutor2u.net/business/collections/aqa-a-level-business-study-notes-3-3-decision-making-to-improve-marketing-performance>