

**MYP Marketing 1 Subject Group
Overview**

	Unit 1	Unit 2	Unit 3
Weeks	September- October 13 weeks	December- February 11 weeks	March 5 weeks
Unit Name	Speaking and Presentations	Promotion : Visual Merchandising	Distribution
Key Concept	Communication	Communications	Systems
Related Concept(s)	Persepctive, Resources	Form, Markets and Trends, Collaboration	Resources, Sustainability
Global Context	Identities and Relationships	Personal and Cultural Expressions	Globalization and sustainability
Statement of Inquiry	Identities and Relationships are used to develop perspecties by using communication and different resources.	Personal and cultural expression through he use of form, personal and cultural expression will lead to communication.	Systems create the use of resources and sustainability, which will lead to Globalization and Sustainability.
ATL Skills	A: iv.; B: iii; C. ii.	A: i. ; B: iii; D: iv.	C. i., ii., iii.; D. ii., iii.

	Unit 4	Unit 5
Weeks	April 5 Weeks	May 5 Weeks
Unit Name	Pricing	Career Development
Key Concept	Change	Relationships, Systems
Related Concept(s)	Markets and trends, Resources	Markets and trends, perspective
Global Context	Globalization and Sustainability	Identities and relationships
Statement of Inquiry	What are factors affecting pricing decisions?	What opportunities and trends in business will be available when I am graduate?
ATL Skills	A: i.; D.iv.	C. iv., vi.