



# Urmston Grammar Sixth Form – Transition Work

## Business Studies Department

### A Level Business Transition Work

#### ***Topic 1: Mass and Niche Marketing***

##### ***Task 1:***

Watch the video on mass and niche marketing and make notes

<https://www.youtube.com/watch?v=OV2zbaMr-c>

##### ***Task 2:***

Complete the worksheet below and self-mark

[Edex 59 Niche vs Mass Markets](#)

#### ***Topic 2: Product v Market Orientation***

##### ***Task 3:***

Watch the video on product and market orientation and make notes

<https://www.youtube.com/watch?v=QtkSp3UIYP4>

##### ***Task 4:***

Complete the worksheet below and self-mark

[Edex 51 Market v Product Orientation.doc](#)

#### ***Topic 3: Market Segmentation***

##### ***Task 5:***

Watch the video on market segmentation and make notes

<https://www.youtube.com/watch?v=BdQIJAx58F4>

##### ***Task 6:***

Complete the worksheet below and self-mark

[Edex 49 Market segmentation.doc](#)



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### ***Topic 4: Market Research & Consolidation of above***

#### ***Task 7:***

Open the PowerPoint and working through it, complete the booklet on market research plus some additional consolidation tasks on the topics above.

[Market Research PowerPoint.pptx](#)

[Market Research Booklet.docx](#)