



## CCSC Careers In Our Curriculum

## Business

	Curriculum Links	Employer Encounters/Ideas	Career Opportunities
<b>Key Stage 4</b>	<ul style="list-style-type: none"> <li>• Targeting markets (marketing executives and small business owners)</li> <li>• Product development</li> <li>• Customer Retention (customer services)</li> <li>• Starting a small business</li> <li>• Designing and pitching a business proposal (small business owners)</li> <li>• Conducting market research (marketing executives and small business owners)</li> <li>• Developing a brand identity (brand management)</li> </ul>	<p>Friends/family of staff that have started their own business</p> <p>High Street Banks – often keen to develop links with schools. Can talk about customer service</p> <p>Local business associations – Can they deliver/help us arrange visits</p>	