



Curriculum Overview: LIBF L3 Certificate in Financial Studies

Year 13 Term 3			
What are we learning?	What knowledge, understanding and skills will we gain?	What does excellence look like?	What additional resources are available?
<ul style="list-style-type: none"> How market segmentation and product development are used to meet the needs, wants and aspirations of financial consumers. 	<p>Knowledge</p> <ul style="list-style-type: none"> How market segmentation and product development are used to meet the needs, wants and aspirations of financial consumers. <p>Understanding</p> <ul style="list-style-type: none"> Understand how market segmentation and product development are used to meet the needs, wants and aspirations of financial consumers. <p>Skills</p> <ul style="list-style-type: none"> Explain how the needs, wants and aspirations of a market segment are met through product benefits, features and add-ons. 	<ul style="list-style-type: none"> The ability to analyse the impact of marketing techniques employed by financial services providers and the impact of changes in the financial services market and the effect this has on consumers. The ability to analyse how financial services providers use marketing methods and segmentation, and approaches to attract, retain and satisfy their customers. 	<ul style="list-style-type: none"> All resources provided on LIBF LiFE student platform https://my.libf.ac.uk/ Other helpful sites https://www.moneyadvice.service.org.uk/en https://moneyandpensions.service.org.uk/uk-strategy-for-financial-wellbeing/

	<ul style="list-style-type: none">• Analyse the market research techniques used by financial services providers.• Explain the product development process.		
--	---	--	--