

The 25-Mark Planning Frame

A-Level Economics • 25-mark essays

Plan before you write — definition, argument, evaluation, judgement

Plan every 25-marker before you write. Use this frame to structure your argument, prompt strong evaluation and reach a supported judgement. Tick each connector as you use it and challenge every point you make.

1 Definition

"A _____ can be defined as..."

2 KAA — Case For

"One reason this is likely to be the case is that..."

Tick each connector as you use it:

- ☐ This is because... ☐ Leading to...
☐ Therefore... ☐ As a result...

4 KAA — Case Against

"However, there is also a strong argument to suggest that..."

Tick each connector as you use it:

- ☐ This is because... ☐ Leading to...
☐ Therefore... ☐ As a result...

3 Evaluation

Challenge your own argument — consider one of:

- **Conditional?** Does this only hold if a specific condition is true?
- **Short run vs long run** Does the effect change over time?
- **Magnitude** How large is the effect in practice?

5 Evaluation

Challenge your own argument — consider one of:

- **Government intervention** Does policy reduce or offset this effect?
- **Degree of market power** How close to a pure monopoly is this firm?
- **Contestability** Do low barriers discipline the firm over time?

6 Final Judgement — AJIM

A Answer

"Overall, my judgement is that..."

J Justify

"This is because..." (a new point not made above)

I It depends

"However, this depends on..."

M Most important

"The most significant factor is... because..."

★ A* Evaluation Prompts for the Conclusion

Use at least one to push beyond Level 3 evaluation.

★ Prioritise your arguments

Which matters most, and why?

★ Short run vs long run

Do effects differ over time?

★ Winners vs losers

Who gains and who loses out?

★ Unintended consequences

Regulatory capture, principal-agent problem?

★ Question the assumptions

Challenge *ceteris paribus* or rational behaviour.

★ Consider the counterfactual

Is this better than doing nothing?

★ Link back to context

Apply to the specific firm or data in the question.

★ Interrogate the evidence

Is the data dated, partial, or from one market only?