

Year 10 Enterprise and Marketing

Curriculum intent	The curriculum has been designed to challenge, inspire and engage all students, offering them an insight into the considerations and decision that need to be made when running your own business. While the course focuses mainly on the enterprise and marketing aspects of a business, students are still given an overview of all functional areas of a business and will learn how each of these areas must work together to make a successful business. Students will use real life case studies on a range of businesses from small sole traders to large multinationals, that will be used to support their learning and which will allow them to apply their learning to the real world.					
Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Knowledge	The need for customer segmentation and why they are different. What is Market Segment? Types of Market Segment. Advantages of Market Segmentation. What is a Customer Profile?	What is a Customer Profile? What is Market Segmentation? Types of Market Segmentation. Advantages of Market Segmentation. What is Market Research? What is Primary Market Research? What is Secondary Markey Research?	What is Market Research? What is Primary Market Research? What is Secondary Markey Research? Understanding Product Development. How to create Product differentiation.	Understanding Product Development. Types of Pricing Strategies. Types of Advertising Methods. Types of Business Ownership. Sources of Finance. Cost and Profit. Breakeven. Cashflow.	External Factors. Legal Factors. Risks and how to minimise risks of business	What is a brand? How to create and develop a strong brand?
Skills	Define, Identify, Explain	Define, State, Recall, Explain, Discuss	Define, State, Recall, Explain, Discuss, Analyse, Assess	Define, State, Recall, Explain, Discuss, Analyse, Assess	Define, State, Recall, Explain, Discuss, Analyse, Justify	Define, State, Recall, Explain, Discuss, Analyse, Justify
Assessments	Written Assessment Begin Coursework Ro68 Task 1 and Task 2	Written Assessment Completion of Coursework Task 1 and Task 2	Written Assessment Begin Coursework Task 3	Written Assessment Complete Coursework Task 3 and Task 4	Complete Coursework Unit LO5 and Lo6	Begin Task 1 and Task 2 R069

<p>Curiosity</p>	<p>https://www.youtube.com/watch?v=uQQZCvtR3WA – Market Segmentation in practice</p> <p>https://www.youtube.com/watch?v=bplrEiKjnyE – Primary market research in practice</p> <p>https://www.youtube.com/watch?v=K3UaIQN_YXI – Secondary Market Research</p>	<p>https://www.youtube.com/watch?v=ob5KWs3l3aY – The Product Lifecycle</p> <p>https://www.youtube.com/watch?v=xTw7JUxWsYM – Pricing Strategies</p> <p>https://www.askatfest.com/blog/marketing/10-most-creative-ad-campaigns-2019 - Best promotional campaigns of 2019</p>	<p>https://www.youtube.com/watch?v=kc-W2LWib_0 – Sole Traders, with real world examples</p> <p>https://www.youtube.com/watch?v=u4K-IGnvamg Partnerships, with real world examples</p> <p>https://www.youtube.com/watch?v=UPgqMR28YLC – Private Limited Company, with real world examples</p> <p>https://www.youtube.com/watch?v=LOdlIDYDfws – What is a franchise, with real world examples</p> <p>https://www.youtube.com/watch?v=ohm4b6taDEw – Functional areas</p>
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