

Year 11 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	Costs of producing a product or service - Fixed and Variable Costs Calculating Revenue Calculating Profit Breakeven Recap: Market Segmentation Market Research	How to create Product Differentiation Identifying a clear Unique Selling Point Design Mix Model External Factors on Product Development Legal Issues Presentation skills Recap: Product Lifecycle	Factors to consider when pricing a product to attract and retain customers Pricing Strategies Methods of Promotion Sales Promotion Techniques Customer Service Recap: Business Ownership	Sources of Finance Business Plans Functional areas Revision. To be determined based on class progress.	Revision. To be determined based on class progress.	
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	
Assessments	Review and completion of Task 1 and 2: Ro69 Written Assessment based on Ro67	Begin and complete Task 3-5 R069 Send to exam board: Jan 2024	Written Assessments based on Ro67	Written Assessments based on Ro67	Written Assessments based on Ro67	
Curiosity	<div style="border: 1px solid black; padding: 5px;"> <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> </div>		<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.askattest.com/blog/marketing/10-most-creative-ad-campaigns-2019 - Best promotional campaigns of 2019</p>			

