

Subject: Enterprise and Marketing

Year 10	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
What students are learning	<ul style="list-style-type: none"> ● R067 Enterprise and Marketing Concepts ● R068 Design a business proposal 		<ul style="list-style-type: none"> ● R067 Enterprise and Marketing Concepts ● R068 Design a business proposal 		<ul style="list-style-type: none"> ● R067 Enterprise and Marketing Concepts ● R068 Design a business proposal 	
Key Content and Skills	<p>Introduction to marketing in a business and how a business will carry out market research including different types of research.</p> <p>Practising market research and then using the skills to complete the R068 NEA.</p> <p>Exam skills on how to answer different questions</p>		<p>Continue teaching knowledge in order to complete the NEA. This will include topics such as market segments, customer profile and the design mix.</p> <p>Students will create three designs and be able to explain the strengths and weaknesses based on the research they conducted.</p> <p>Teaching R067 Topic 2 finances. Students then use these skills to calculate the costs, revenue, profit and breakeven for their products.</p>		<p>Teaching R067 Topic 2 finances. Students then use these skills to calculate the costs, revenue, profit and breakeven for their products- continued.</p> <p>Teaching the R067 risk and rewards of starting a business and then applying those skills and knowledge to their NEA proposal.</p>	

Assessment	Informal class tests	Class assessment on R067 Topic 1 NEA started	Assessment of coursework- formal feedback	Assessment of coursework- formal feedback	Assessment of coursework- formal feedback	R068 NEA submission
How can students prepare beyond the classroom?	<p>Students should:</p> <ul style="list-style-type: none"> • Research the following key terms: Market segmentation; Market research; Primary research; Secondary research; Variable cost Fixed cost; Total Cost; Revenue; Break-even chart; Product life cycle; Extension strategies External factors (exchange rates, interest rates, etc.) 		<p>Students should:</p> <ul style="list-style-type: none"> • Research topics such as the factors for consideration when starting a business • Watch or listen to the news • Make keywords cards and revise them for R067 		<p>Students should:</p> <ul style="list-style-type: none"> • Research topics such as the factors for consideration when starting a business • Watch or listen to the news • Make keywords cards and revise them (this is in their folders and in the student area of SMHW) • Ensure Learning objective 1 and 2 is completed up to the required standard for R066 • Attend catch-up sessions on Tuesday and Thursday after school if needed 	

Year 11	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
What students are learning	<ul style="list-style-type: none"> • R065 Completing coursework • R064 Enterprise and marketing concepts: (50%) - revision on other units as well • Learning Outcome 5: Understand factors for consideration when starting up a business; • Learning Outcome 6 Understand different functional activities needed to support a business start-up 		<p>R066:</p> <ul style="list-style-type: none"> • Learning Outcome 1: Be able to develop a brand identity and promotional plan to target a customer profile; • Learning Outcome 2: Be able to plan a pitch for a proposal; • Learning Outcome 3: Be able to pitch a proposal to an audience; • Learning Outcome 4: Be able to review the strengths and weaknesses of a proposal and pitch. 			

Key Content and Skills	Revision skills and exam skills are practised in preparation for the external January assessment. Independent coursework skills		Creating a brand and promoting the hat design created in R065 and delivering a pitch in order to promote this design to potential investors. Independent coursework skills Improve coursework based on feedback		Creating a brand and promoting the hat design created in R065 and delivering a pitch in order to promote this design to potential investors. Independent coursework skills Practising their presentation skill before delivering the professional pitch. Improve coursework based on feedback	
Assessment	December PPE	R064 January external assessment. R065 submission.	Coursework feedback throughout this time.	Coursework feedback throughout this time.	Coursework feedback throughout this time.	Formal pitches R066 May submission.
How can students prepare beyond the classroom?	Students should: <ul style="list-style-type: none"> • Ensure R065 is completed the the required standard • Research three popular brands of your choice and collect evidence of the promotional techniques used to target a chosen audience or all types of customers- in preparation for R066. • Read through booklets to revisit topics for the R064 exam. 		Students should: <ul style="list-style-type: none"> • Watch a few episodes of The Apprentice. Concentrate on what went well and what could have gone better • Use the checklist to ensure that you have completed all the tasks. • Attend catch up sessions or improve coursework immediately without delay. Use mark schemes pages 17-20 to see what you need to do to achieve a MB3. • Research what will make a good pitch, the best layout of the room. • Use the peer assessment feedback sheet on page 21-22 and assess your own pitch or ask someone to assess you while preparing. 		Students should: <ul style="list-style-type: none"> • Watch a few episodes of The Apprentice. Concentrate on what went well and what could have gone better • Use the checklist to ensure that you have completed all the tasks. • Attend catch up sessions or improve coursework immediately without delay. Use mark schemes pages 17-20 to see what you need to do to achieve a MB3. • Research what will make a good pitch, the best layout of the room • Use the peer assessment feedback sheet on page 21-22 and assess your own pitch or ask someone to assess you while preparing. 	

