

# Curriculum Knowledge Map



## CHS Computing and Technology 2022/2023

### Cambridge Nationals Tech Award Enterprise and Marketing (Business)

Introduction to Marketing Concepts (RO67)	Designing a Business Proposal (RO68)	Market and pitch a business proposal (RO69)
<p><b>Topic area 1:</b> Characteristics, risk and reward for enterprise</p> <p><b>Topic area 2:</b> Market research to target a specific customer</p> <p><b>Topic area 3:</b> What makes a product financially viable?</p> <p><b>Topic area 4:</b> Creating a marketing mix to support a product</p> <p><b>Topic area 5:</b> Factors to consider when starting up and running an enterprise</p>	<p><b>Topic area 1:</b> Market research</p> <p><b>Topic area 2:</b> How to identify a customer profile</p> <p><b>Topic area 3:</b> Develop a product proposal</p> <p><b>Topic area 4:</b> Review whether a business proposal is financially viable</p> <p><b>Topic area 5:</b> Review the likely success of the business proposal</p>	<p><b>Topic area 1:</b> Develop a brand identity to target a specific customer profile</p> <p><b>Topic area 2:</b> Create a promotional campaign for a brand and product</p> <p><b>Topic area 3:</b> Plan and pitch a proposal</p> <p><b>Topic area 4:</b> Review a brand proposal, promotional campaign and professional pitch</p>
<p>This unit is assessed by an exam. The exam is 1 hour and 15 minutes. It has two Sections – Section A and Section B.</p> <ul style="list-style-type: none"> <li>Section A has 10 marks</li> <li>Section B has 60 marks</li> </ul> <p>The exam has 70 marks in total</p>	<p>Some of the knowledge, understanding and skills required when completing this unit will draw on the learning developed in Unit R067.</p> <p>The NEA has 60 marks in total It should take approximately 10 - 14 GLH to complete</p>	<p>Some of the knowledge, understanding and skills required when completing this unit will draw on the learning developed in Unit R067.</p> <p>The NEA has 60 marks in total It should take approximately 10 - 14 GLH to complete</p>

# Curriculum Knowledge Map



## Cambridge Nationals Tech Award Enterprise and Marketing (Business)

### Year 10

Year 10	AUTUMN		SPRING		SUMMER	
	Unit Name	Unit Name	Unit Name	Unit Name	Unit Name	Unit Name
	Introduction to Enterprise Concepts (RO67)	Introduction to Marketing Concepts (RO67)	Designing a Business Proposal (RO68)	Designing a Business Proposal (RO68 Coursework Task)	Designing a Business Proposal (RO68 Coursework Task)	Market and pitch a business proposal (RO69)
<p><b>Declarative</b> <i>What should they know? 'to know that' the facts, concepts, rules. It just sits there and waits to be of service</i></p>	<p>Topic Area 1: Characteristics, risk and reward for enterprise</p> <ul style="list-style-type: none"> <li>• Characteristics of successful entrepreneurs</li> <li>• Potential rewards for risk taking</li> <li>• Potential drawbacks for risk taking</li> </ul> <p>Topic Area 3: What makes a product financially viable</p> <ul style="list-style-type: none"> <li>• Cost of producing the product</li> <li>• Revenue generated by sales of the product</li> <li>• Profit/loss</li> <li>• How to use the formula for break-even as an aid to decision making</li> <li>• Importance of cash</li> </ul> <p>Topic area 5: Factors to consider when starting up and running an enterprise</p>	<p>Topic Area 2: Market research to target a specific customer</p> <ul style="list-style-type: none"> <li>• The purpose of market research</li> <li>• Primary market research methods</li> <li>• Secondary market research sources</li> <li>• Types of data</li> <li>• Types of market segmentation</li> <li>• The benefits of market segmentation to a business</li> </ul> <p>Topic area 4: Creating a marketing mix to support a product</p> <ul style="list-style-type: none"> <li>• The marketing mix elements for a good/service</li> <li>• How the elements of the marketing mix work together</li> <li>• Types of advertising medium used to attract</li> </ul>	<p>Topic Area 1: Market research</p> <ul style="list-style-type: none"> <li>• Carry out market research to aid decisions relating to a business proposal</li> <li>• Review the results of market research</li> </ul> <p>Topic Area 2: How to identify a customer profile</p> <ul style="list-style-type: none"> <li>• Identify potential customers and build a customer profile based on market research findings</li> </ul> <p>Topic Area 3: Develop a product proposal</p> <ul style="list-style-type: none"> <li>• Create a design mix for a new product</li> <li>• Produce designs for a new product</li> <li>• Review designs for a product proposal</li> </ul> <p>Topic Area 4: Review whether a business proposal is financially viable</p>	<p>During this half term students will undertake coursework (NEA) activities that contribute to 30% of their final grade. <i>These activities will be outlined by an exam release and should take approximately 10-14 guided learning hours to complete.</i></p> <p>Prior knowledge from lessons in Spring 1 will support the declarative knowledge that students will be expected to know in order to perform coursework tasks:</p> <ul style="list-style-type: none"> <li>• Topic Area 1: Market research</li> <li>• Topic Area 2: How to identify a customer profile</li> <li>• Topic Area 3: Develop a product proposal</li> <li>• Topic Area 4: Review whether a business</li> </ul>	<p><b>Continuation of coursework tasks:</b></p> <p>During this half term students will undertake coursework (NEA) activities that contribute to 30% of their final grade. <i>These activities will be outlined by an exam release and should take approximately 10-14 guided learning hours to complete.</i></p> <p>Prior knowledge from lessons in Spring 1 will support the declarative knowledge that students will be expected to know in order to perform coursework tasks:</p> <ul style="list-style-type: none"> <li>• Topic Area 1: Market research</li> <li>• Topic Area 2: How to identify a customer profile</li> <li>• Topic Area 3: Develop a product proposal</li> </ul>	<p>Topic Area 1: Develop a brand identity to target a specific customer profile</p> <ul style="list-style-type: none"> <li>• What is a brand?</li> <li>• Why branding is used?</li> <li>• Branding Methods</li> <li>• Produce a competitor analysis</li> <li>• Identify opportunities and threats in the external environment</li> </ul> <p>Topic Area 2: Create a promotional campaign for a brand and product</p> <ul style="list-style-type: none"> <li>• How to create a promotional campaign for a product / brand</li> </ul> <p>Topic Area 3: Plan and pitch a proposal</p> <ul style="list-style-type: none"> <li>• Considerations when planning a professional pitch</li> <li>• Use and development of personal and presentation skills</li> </ul>

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	<ul style="list-style-type: none"> <li>• Appropriate forms of ownership for business start-ups</li> <li>• Source(s) of capital for business start-ups and expansion</li> <li>• Support for enterprise</li> </ul>	<p>and retain customers and the appropriateness of each</p> <ul style="list-style-type: none"> <li>• Sales promotion techniques used to attract and retain customers and the appropriateness of each</li> <li>• Public relations</li> <li>• How to sell the good/service to the consumer</li> <li>• The product lifecycle</li> <li>• Extension strategies for products in the product lifecycle and the appropriateness of each</li> <li>• Factors to consider when pricing a product to attract and retain customers</li> <li>• Types of pricing strategies and the appropriateness of each</li> </ul>	<ul style="list-style-type: none"> <li>• Calculate costs, revenue, break-even and profit relating to a business proposal</li> <li>• Apply an appropriate pricing strategy</li> <li>• Review the likely financial viability of a business proposal</li> </ul> <p>Topic Area 5: Review the likely success of the business proposal</p> <ul style="list-style-type: none"> <li>• Risks and challenges when launching a new product</li> </ul>	<p>proposal is financially viable</p> <ul style="list-style-type: none"> <li>• Topic Area 5: Review the likely success of the business proposal</li> </ul>	<ul style="list-style-type: none"> <li>• Topic Area 4: Review whether a business proposal is financially viable</li> <li>• Topic Area 5: Review the likely success of the business proposal</li> </ul>	<ul style="list-style-type: none"> <li>• Benefits of using a practice pitch</li> <li>• Deliver a professional pitch</li> </ul> <p>Topic Area 4: Review a brand proposal, promotional campaign and professional pitch</p> <ul style="list-style-type: none"> <li>• Review a brand using a range of sources</li> <li>• Review a professional pitch to an external audience</li> </ul>
<p><b>Procedural</b> <i>What should they be able to do? 'to know how to' produces action, how to perform the steps in a process</i></p>	<p>Topic Area 1: Characteristics, risk and reward for enterprise</p> <p>Students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify the characteristics shared by successful entrepreneurs</li> <li>• Explain why each characteristic may help the entrepreneur to be successful</li> <li>• Identify the potential rewards and drawbacks for risk taking</li> </ul>	<p>Topic Area 2: Market research to target a specific customer</p> <p>Students should be able to:</p> <ul style="list-style-type: none"> <li>• Summarise the purpose of market research.</li> <li>• Explain why and when entrepreneurs need to carry out marketing research.</li> <li>• Explain the difference between primary and secondary market research.</li> <li>• Summarise the primary and secondary market</li> </ul>	<p><b>For theory knowledge and content:</b></p> <p>Topic area 1: Market research</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Identify the aims and types of market research</li> <li>• Explain the factors that will impact market research decisions</li> <li>• Choose appropriate method(s) and type(s) of research for a given scenario</li> <li>• Describe sampling methods and explain the benefits and drawbacks of each sampling method</li> <li>• Use appropriate skills to conduct market research</li> <li>• Describe the methods of presenting market research data</li> </ul>	<p><b>For coursework activities:</b></p> <p>Topic Area 1:</p> <ul style="list-style-type: none"> <li>• Be able to explain the overall aims of market research.</li> <li>• Be able to justify sampling methods used within the coursework tasks.</li> <li>• Be able to create accurate and effective market research tools.</li> <li>• Be able to collate results to present research.</li> <li>• Be able to analyse results of market research.</li> </ul> <p>Topic Area 2:</p>	<p>Topic Area 1: Develop a brand identity to target a specific customer profile.</p> <ul style="list-style-type: none"> <li>• Be able to explain how customers perceive a brand</li> <li>• Be able to explain the importance of brand identity and how it is created</li> <li>• Be able to explain the combination of views held by customers as to what the brand stands for</li> <li>• Be able to explain how businesses use logos and</li> </ul>	

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	<p>Topic Area 3: What makes a product financially viable Students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify a range of costs incurred to produce a product.</li> <li>• Explain the difference between fixed, variable, and total costs.</li> <li>• Calculate the fixed cost, variable cost, and total cost for level of output and per unit produced.</li> <li>• Define the term 'revenue'.</li> <li>• Calculate the revenue generated by a business or from selling a product.</li> <li>• Rearrange revenue formula to find a missing element.</li> <li>• Explain the difference between profit and loss.</li> <li>• Calculate the profit or loss made (both per unit and for a specific level of output).</li> <li>• Define the term 'break-even' and calculate the break-even quantity.</li> <li>• Rearrange a break-even formula to find a missing element.</li> <li>• Interpret a break-even graph to identify the break-even point.</li> <li>• Explain how break-even information may be used by an entrepreneur.</li> </ul>	<p>research methods that could be used.</p> <ul style="list-style-type: none"> <li>• Explain the relative advantages and disadvantages of each primary and secondary market research method/source.</li> <li>• Explain the benefits and limitations of data.</li> <li>• Explain the meaning of market segmentation and how a market can be segmented.</li> <li>• Analyse the benefits of market segmentation to a business.</li> </ul> <p>Topic area 4: Creating a marketing mix to support a product</p> <ul style="list-style-type: none"> <li>• Identify the four elements of the marketing mix</li> <li>• Explain what is meant by the marketing mix and why each element is important</li> <li>• Explain how the elements of the marketing mix work together to create a specific brand image</li> <li>• Explain how the marketing mix elements must be considered to appeal to and satisfy the target market segment's needs</li> <li>• Identify a range of non-digital advertising mediums</li> </ul>	<ul style="list-style-type: none"> <li>• Choose and use appropriate methods of presenting market research data for a given scenario</li> <li>• Review/analyse market research findings</li> </ul> <p>Topic area 2: How to identify a customer profile Be able to:</p> <ul style="list-style-type: none"> <li>• Describe factors used to segment a market</li> <li>• Apply market segmentation to identify a customer profile</li> <li>• Justify a customer profile based on market research findings</li> </ul> <p>Topic area 3: Develop a product proposal Be able to:</p> <ul style="list-style-type: none"> <li>• Identify and explain the elements and functions of a design mix</li> <li>• Explain features needed to make a product attractive/appealing to target customers</li> <li>• Explain how the target market segment will influence the aesthetics of a product</li> <li>• Explain how a USP can be created by aesthetics</li> <li>• Explain how the target market segment may influence the potential selling price of a product/price customers are willing to pay</li> <li>• Explain the concept of adding value</li> <li>• Outline a design mix for a given scenario</li> <li>• Explain creative techniques that could be used to produce product design ideas</li> <li>• Produce a product design based on market research findings and a brief</li> </ul>	<ul style="list-style-type: none"> <li>• Be able to describe the features of customer profiling using market segmentation techniques.</li> <li>• Be able to justify the selection of customer profiles, using market research findings.</li> </ul> <p>Topic Area 3:</p> <ul style="list-style-type: none"> <li>• Be able to create and justify an outline of an appropriate design mix.</li> <li>• Be able to generate product design ideas with effective use of creative techniques.</li> <li>• Be able to describe how the design mix and market research have informed designs.</li> <li>• Be able to summarise strengths and weaknesses of design proposals.</li> <li>• Be able to complete design modifications using self -assessment.</li> <li>• Be able to choose final designs using justification.</li> </ul> <p>Topic Area 4:</p> <ul style="list-style-type: none"> <li>• Be able to identify variable costs related to a design produced.</li> <li>• Be able to use calculations to work out variable costs.</li> <li>• Be able to predict sales forecast using evidence.</li> <li>• Be able to select and appropriate pricing strategy and selling price for a product.</li> <li>• Be able to calculate total costs and profits accurately.</li> <li>• Be able to apply break even formula to calculate break even.</li> <li>• Be able to describe the impact of change in price on break even.</li> <li>• Be able to evaluate the financial viability of a business proposal.</li> </ul>	<p>straplines as part of their brand identity</p> <ul style="list-style-type: none"> <li>• Be able to explain how businesses use characters/celebrities as part of their brand identity</li> <li>• Be able to understand how to carry out a competitor analysis</li> <li>• Be able to understand how to carry out analysis on the effects of the external environment on a brand.</li> </ul> <p>Topic Area 2: Create a promotional campaign for a brand and product</p> <ul style="list-style-type: none"> <li>• Be able to explain the purpose of a promotional campaign.</li> <li>• Be able to create and read a simple Gantt chart and link this to KPI of a marketing campaign.</li> <li>• Be able to explain promotional objectives and link them to a specific marketing campaign.</li> </ul> <p>Topic Area 3: Plan and pitch a proposal</p> <ul style="list-style-type: none"> <li>• Be able to explain factors to consider when planning a business pitch</li> <li>• Be able to explain the verbal and non-verbal skills needed when</li> </ul>
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	<ul style="list-style-type: none"> <li>• Explain the difference between cash and profit.</li> <li>• Explain the consequences of a lack of cash for a business.</li> <li>• Explain ways to increase profitability</li> </ul> <p>Topic area 5: Factors to consider when starting up and running an enterprise</p> <ul style="list-style-type: none"> <li>• Identify appropriate forms of ownership for business start-ups</li> <li>• Explain the features of each form of ownership</li> <li>• Explain the implications of limited and unlimited liability to the owners of a business</li> <li>• Explain the relative advantages and disadvantages of each form of ownership</li> <li>• Identify appropriate forms of ownership for business start-ups</li> <li>• Explain the features of becoming a franchisee</li> <li>• Explain the relative advantages and disadvantages of becoming a franchisee</li> <li>• Identify sources of capital for business start-ups and expansion</li> <li>• Explain the reasons why a business may need additional capital</li> </ul>	<ul style="list-style-type: none"> <li>• Explain that relative advantages and disadvantages of a range of non-digital advertising mediums</li> <li>• Identify a range of digital advertising mediums</li> <li>• Explain that relative advantages and disadvantages of a range of digital advertising mediums</li> <li>• Identify a range of sales promotion techniques</li> <li>• Explain that relative benefits and limitations of a range of sales promotion techniques</li> <li>• Identify a range of public relations methods</li> <li>• Explain that relative benefits and limitations of a range of public relations methods</li> <li>• Explain how a good/service can be sold to the consumer</li> <li>• Explain the growth in digital channels</li> <li>• Explain the advantages and disadvantages of physical and digital channels</li> <li>• Explain what is meant by the product lifecycle</li> <li>• Explain the features of the different stages of the product lifecycle</li> <li>• Explain what is meant by extension strategies and</li> </ul>	<ul style="list-style-type: none"> <li>• Use creative techniques to inform a product design</li> <li>• Modify a product design to finalise the design and justify these choices</li> </ul> <p>Topic area 4: Review whether a business proposal is financially viable</p> <p>Be able to;</p> <ul style="list-style-type: none"> <li>• Calculate costs based on a given scenario</li> <li>• Calculate revenue based on a given scenario</li> <li>• Calculate break-even</li> <li>• Recalculate break-even following a change in price and to recognise the impact of this change</li> <li>• Calculate profit/loss</li> <li>• Describe pricing strategies that a business could choose</li> <li>• Choose an appropriate pricing strategy based on the customer profile for a given scenario</li> <li>• Make a judgement about the financial viability of a business proposal</li> </ul> <p>Topic Area 5: Review the likely success of the business proposal</p> <p>Be able to;</p> <ul style="list-style-type: none"> <li>• Explain what a risk is</li> <li>• Explain what a challenge is</li> <li>• Describe external factors that may be a risk/challenge when producing and launching a new product</li> <li>• Describe risks and challenges when producing and launching a new product</li> <li>• Describe methods of minimising/overcoming risks and challenges</li> </ul>	<p>Topic Area 5:</p> <ul style="list-style-type: none"> <li>• Be able to explain the risks and challenges involved with producing and launching a new product.</li> <li>• Be able to evaluate the impact that risks and challenges may have on the success of a business proposal.</li> </ul>	<p>carrying out a professional pitch</p> <ul style="list-style-type: none"> <li>• Be able to understand the benefits of carrying out a practice pitch</li> </ul> <p>Topic Area 4: Review a brand proposal, promotional campaign and professional pitch</p> <ul style="list-style-type: none"> <li>• Be able to identify factors which make a brand successful</li> <li>• Be able to review a pitch based on its objectives</li> <li>• Be able to explain how to review presentation skills</li> </ul>
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# Curriculum Knowledge Map

	<ul style="list-style-type: none"> <li>• Explain the relative advantages and disadvantages of each source of capital</li> <li>• Recommend appropriate sources of capital for a business scenario</li> <li>• Identify sources of support for enterprise</li> <li>• Explain the type of support that each source may offer</li> <li>• Explain the relative advantages and limitations of sources of support</li> </ul>	<p>the impact of on the product lifecycle for a specific product</p> <ul style="list-style-type: none"> <li>• Identify a range of extension strategies</li> <li>• Explain that relative advantages and disadvantages of different extension strategies</li> <li>• Explain the factors to consider when pricing a product</li> <li>• Identify a range of pricing strategies</li> <li>• Explain that relative advantages and disadvantages of a range of pricing strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Explain how risks and challenges may be minimised/overcome</li> <li>• Make a judgement about the likely success of a business proposal</li> </ul>			
<b>Disciplinary Literacy (Tier 3 Vocab)</b>	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> <li>• Innovation</li> <li>• Risk-taking</li> <li>• Communication</li> <li>• Negotiation</li> <li>• Determination</li> <li>• Financial/Commerce</li> <li>• Profit</li> <li>• Retention</li> <li>• Franchise</li> </ul>	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> <li>• Market</li> <li>• Segmentation</li> <li>• Development</li> <li>• Consumer</li> <li>• Data</li> <li>• Statistics</li> <li>• Promotion</li> </ul>	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> <li>• Personnel</li> <li>• Quantitative</li> <li>• Qualitative</li> <li>• Communication</li> <li>• Occupation</li> <li>• Aesthetics</li> <li>• Profile</li> </ul>	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> <li>• Primary &amp; Secondary Market Research</li> <li>• Quota</li> <li>• Focus Groups</li> <li>• USP</li> <li>• Added Value</li> </ul>	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> <li>• Revenue</li> <li>• Variable cost/Fixed cost</li> <li>• Price penetration</li> <li>• Price skimming</li> <li>• Psychological pricing</li> <li>• Overspending</li> <li>• Contingency</li> </ul>	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> <li>• Brand</li> <li>• Perception</li> <li>• Association</li> <li>• Differentiation</li> <li>• Strapline</li> <li>• Persuade</li> </ul>
<b>Assessment</b>	<p><b>Key assessed piece</b> End of topic assessment – Enterprise Concepts Students will complete a summative assessment linked to the topics covered in Enterprise concepts.</p>	<p><b>Key assessed piece</b> Progress Test Assessment: Students will be assessed on their knowledge and understanding of both Enterprise and Marketing concepts.</p>	<p><b>Key assessed piece</b> End of topic assessment – Designing and Business Proposal Students will complete a summative assessment linked to the topics covered in Enterprise concepts</p>	<p><b>Key assessed piece</b> Coursework progress (RO68) – this coursework piece will be formally assessed to allow for feedback and improvements to be made based on the first elements of the task.</p> <p><i>Total marks for this piece of coursework is 60.</i></p>	<p><b>Key assessed piece</b> Coursework completion (RO68) – this coursework piece will be formally assessed for students to give and overall grade and feedback for this unit of work.</p> <p><i>Total marks for this piece of coursework is 60.</i></p>	<p><b>Key assessed piece</b> End of topic assessment – Market and pitch a business proposal Students will complete a summative assessment linked to the topics covered in Enterprise concepts.</p>

# Curriculum Knowledge Map



## CHS Computing and Technology 2022/2023

### Cambridge Nationals Tech Award Enterprise and Marketing (Business)

#### Year 11

Year 11	AUTUMN		SPRING		SUMMER	
	Unit Name	Unit Name	Unit Name	Unit Name	Unit Name	Unit Name
	Market & pitch a business proposal (RO69 Coursework Task)	Market & pitch a business proposal (RO69 Coursework Task)	Enterprise and Marketing Concepts (RO67 External Exam)	Enterprise and Marketing Concepts (RO67 External Exam)	Enterprise and Marketing Concepts (RO67 External Exam)	
	<p>During this half term students will undertake coursework (NEA) activities that contribute to 30% of their final grade. <i>These activities will be outlined by an exam release and should take approximately 10-14 guided learning hours to complete.</i></p>	<p><b>Continuation of coursework tasks:</b></p> <p>During this half term students will undertake coursework (NEA) activities that contribute to 30% of their final grade. <i>These activities will be outlined by an exam release and should take approximately 10-14 guided learning hours to complete.</i></p>	<p><i>During this half term students will prepare for their final assessment for RO67. This assessment is worth 40% of their final grade.</i></p>	<p><i>During this half term students will prepare for their final assessment for RO67. As students are able to take this assessment twice, this will be preparation for a re-sit attempt. This assessment is worth 40% of their final grade. Students will also review coursework pieces assigned to them so make sure these are ready for submission.</i></p>		
<p><b>Declarative</b> <i>What should they know?</i></p>	<p>Prior knowledge from lessons in Spring 1 will support the declarative knowledge that students will be expected to know in order to perform coursework tasks:</p> <ul style="list-style-type: none"> <li>• Topic Area 1: Develop a brand identity to target a specific customer profile</li> <li>• Topic Area 2: Create a promotional campaign for a brand and product</li> </ul>	<p>Prior knowledge from lessons in Spring 1 will support the declarative knowledge that students will be expected to know in order to perform coursework tasks:</p> <ul style="list-style-type: none"> <li>• Topic Area 1: Develop a brand identity to target a specific customer profile</li> </ul>	<p>Topic Area 1: Characteristics, risk and reward for enterprise</p> <ul style="list-style-type: none"> <li>• Characteristics of successful entrepreneurs</li> <li>• Potential rewards for risk taking</li> <li>• Potential drawbacks for risk taking</li> </ul> <p>Topic Area 2: Market research to target a specific customer</p> <ul style="list-style-type: none"> <li>• The purpose of market research</li> <li>• Primary market research methods</li> <li>• Secondary market research sources</li> <li>• Types of data</li> <li>• Types of market segmentation</li> <li>• The benefits of market segmentation to a business</li> </ul> <p>Topic Area 3: What makes a product financially viable</p> <ul style="list-style-type: none"> <li>• Cost of producing the product</li> <li>• Revenue generated by sales of the product</li> <li>• Profit/loss</li> <li>• How to use the formula for break-even as an aid to decision making</li> <li>• Importance of cash</li> </ul>			

# Curriculum Knowledge Map

	<ul style="list-style-type: none"> <li>• Topic Area 3: Plan and pitch a proposal</li> <li>• Topic Area 4: Review a brand proposal, promotional campaign and professional pitch</li> </ul>	<ul style="list-style-type: none"> <li>• Topic Area 2: Create a promotional campaign for a brand and product</li> <li>• Topic Area 3: Plan and pitch a proposal</li> <li>• Topic Area 4: Review a brand proposal, promotional campaign and professional pitch</li> </ul>	<p>Topic area 4: Creating a marketing mix to support a product</p> <ul style="list-style-type: none"> <li>• The marketing mix elements for a good/service</li> <li>• How the elements of the marketing mix work together</li> <li>• Types of advertising medium used to attract and retain customers and the appropriateness of each</li> <li>• Sales promotion techniques used to attract and retain customers and the appropriateness of each</li> <li>• Public relations</li> <li>• How to sell the good/service to the consumer</li> <li>• The product lifecycle</li> <li>• Extension strategies for products in the product lifecycle and the appropriateness of each</li> <li>• Factors to consider when pricing a product to attract and retain customers</li> <li>• Types of pricing strategies and the appropriateness of each</li> </ul> <p>Topic area 5: Factors to consider when starting up and running an enterprise</p> <ul style="list-style-type: none"> <li>• Appropriate forms of ownership for business start-ups</li> <li>• Source(s) of capital for business start-ups and expansion</li> <li>• Support for enterprise</li> </ul>	
<p><b>Procedural</b> <i>What should they be able to do?</i></p>	<p>Topic Area 1:</p> <ul style="list-style-type: none"> <li>• Be able to research a competitor’s strengths, weaknesses and their unique selling point.</li> <li>• Be able to analyse the external business environment.</li> <li>• Be able to create a brand personality for a business proposal.</li> <li>• Be able to describe a combination of brand methods to meet a target customer.</li> <li>• Be able to review strengths and weaknesses of a unique selling point (USP).</li> </ul> <p>Topic Area 2:</p> <ul style="list-style-type: none"> <li>• Be able to describe promotional objectives and key performance indicators (KPI’s).</li> <li>• Be able to create digital and non-digital materials to raise awareness of a product.</li> <li>• Be able to create a timeframe for a promotional campaign.</li> </ul> <p>Topic Area 3:</p>		<p>Topic Area 1: Characteristics, risk and reward for enterprise Students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify the characteristics shared by successful entrepreneurs</li> <li>• Explain why each characteristic may help the entrepreneur to be successful</li> <li>• Identify the potential rewards and drawbacks for risk taking</li> </ul> <p>Topic Area 2: Market research to target a specific customer Students should be able to:</p> <ul style="list-style-type: none"> <li>• Summarise the purpose of market research.</li> <li>• Explain why and when entrepreneurs need to carry out marketing research.</li> <li>• Explain the difference between primary and secondary market research.</li> <li>• Summarise the primary and secondary market research methods that could be used.</li> <li>• Explain the relative advantages and disadvantages of each primary and secondary market research method/source.</li> <li>• Explain the benefits and limitations of data.</li> <li>• Explain the meaning of market segmentation and how a market can be segmented.</li> <li>• Analyse the benefits of market segmentation to a business.</li> </ul> <p>Topic Area 3: What makes a product financially viable Students should be able to:</p>	



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	<ul style="list-style-type: none"> <li>• Be able to explain factors that should be considered when planning a pitch for a business proposal.</li> <li>• Be able to produce resources and materials for a target audience.</li> <li>• Be able to respond to questions posed by an audience.</li> <li>• Be able to provide feedback to peers on business proposals.</li> <li>• Be able to refine pitching plans and materials based on feedback.</li> <li>• Be able demonstrate effective time management skills.</li> </ul> <p>Topic Area 4:</p> <ul style="list-style-type: none"> <li>• Be able to review and evaluate their presentation skills looking at strengths and areas for development.</li> <li>• Be able to review a business proposal using multiple sources.</li> <li>• Be able to identify the likely success of a business proposal.</li> <li>• Be able to identify strengths and areas for development for their own business proposal.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify a range of costs incurred to produce a product.</li> <li>• Explain the difference between fixed, variable, and total costs.</li> <li>• Calculate the fixed cost, variable cost, and total cost for level of output and per unit produced.</li> <li>• Define the term 'revenue'.</li> <li>• Calculate the revenue generated by a business or from selling a product.</li> <li>• Rearrange revenue formula to find a missing element.</li> <li>• Explain the difference between profit and loss.</li> <li>• Calculate the profit or loss made (both per unit and for a specific level of output).</li> <li>• Define the term 'break-even' and calculate the break-even quantity.</li> <li>• Rearrange a break-even formula to find a missing element.</li> <li>• Interpret a break-even graph to identify the break-even point.</li> <li>• Explain how break-even information may be used by an entrepreneur.</li> <li>• Explain the difference between cash and profit.</li> <li>• Explain the consequences of a lack of cash for a business.</li> <li>• Explain ways to increase profitability</li> </ul> <p>Topic area 4: Creating a marketing mix to support a product</p> <ul style="list-style-type: none"> <li>• Identify the four elements of the marketing mix</li> <li>• Explain what is meant by the marketing mix and why each element is important</li> <li>• Explain how the elements of the marketing mix work together to create a specific brand image</li> <li>• Explain how the marketing mix elements must be considered to appeal to and satisfy the target market segment's needs</li> <li>• Identify a range of non-digital advertising mediums</li> <li>• Explain that relative advantages and disadvantages of a range of non-digital advertising mediums</li> <li>• Identify a range of digital advertising mediums</li> <li>• Explain that relative advantages and disadvantages of a range of digital advertising mediums</li> <li>• Identify a range of sales promotion techniques</li> <li>• Explain that relative benefits and limitations of a range of sales promotion techniques</li> <li>• Identify a range of public relations methods</li> <li>• Explain that relative benefits and limitations of a range of public relations methods</li> <li>• Explain how a good/service can be sold to the consumer</li> <li>• Explain the growth in digital channels</li> <li>• Explain the advantages and disadvantages of physical and digital channels</li> <li>• Explain what is meant by the product lifecycle</li> <li>• Explain the features of the different stages of the product lifecycle</li> </ul>	
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			<ul style="list-style-type: none"> <li>• Explain what is meant by extension strategies and the impact of on the product lifecycle for a specific product</li> <li>• Identify a range of extension strategies</li> <li>• Explain that relative advantages and disadvantages of different extension strategies</li> <li>• Explain the factors to consider when pricing a product</li> <li>• Identify a range of pricing strategies</li> <li>• Explain that relative advantages and disadvantages of a range of pricing strategies</li> </ul> <p><b>Topic area 5: Factors to consider when starting up and running an enterprise</b></p> <ul style="list-style-type: none"> <li>• Identify appropriate forms of ownership for business start-ups</li> <li>• Explain the features of each form of ownership</li> <li>• Explain the implications of limited and unlimited liability to the owners of a business</li> <li>• Explain the relative advantages and disadvantages of each form of ownership</li> <li>• Identify appropriate forms of ownership for business start-ups</li> <li>• Explain the features of becoming a franchisee</li> <li>• Explain the relative advantages and disadvantages of becoming a franchisee</li> <li>• Identify sources of capital for business start-ups and expansion</li> <li>• Explain the reasons why a business may need additional capital</li> <li>• Explain the relative advantages and disadvantages of each source of capital</li> <li>• Recommend appropriate sources of capital for a business scenario</li> <li>• Identify sources of support for enterprise</li> <li>• Explain the type of support that each source may offer</li> <li>• Explain the relative advantages and limitations of sources of support</li> </ul>			
<p><b>Disciplinary Literacy (Tier 3 Vocab)</b></p>	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> <li>• Brand</li> <li>• Typeface</li> <li>• Customer Loyalty</li> <li>• Endorsement</li> <li>• Timeframe</li> <li>• Key Performance Indicators (KPIs)</li> <li>• Campaign</li> <li>• Pitch</li> <li>• Time management</li> </ul>	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> <li>• Development</li> <li>• Recommendation</li> <li>• Financial predictions</li> <li>• Panel</li> <li>• Audience</li> <li>• Professionalism</li> <li>• Refinement</li> </ul>	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> <li>• Innovation</li> <li>• Risk-taking</li> <li>• Communication</li> <li>• Negotiation</li> <li>• Determination</li> <li>• Financial</li> <li>• Commerce</li> <li>• Profit</li> <li>• Retention</li> <li>• Franchise</li> <li>• Liability</li> </ul>	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> <li>• Market</li> <li>• Segmentation</li> <li>• Development</li> <li>• Consumer</li> <li>• Data</li> <li>• Statistics</li> <li>• Promotion</li> </ul>	<p>Tier 3 Disciplinary literacy linked to the unit of study:</p> <ul style="list-style-type: none"> <li>• Digital</li> <li>• Non digital</li> <li>• Loyalty schemes</li> <li>• Sponsorship</li> <li>• Endorsement</li> <li>• Competitive pricing</li> <li>• Psychological pricing</li> <li>• Price skimming</li> <li>• Price penetration</li> <li>• Liability</li> <li>• Limited liability</li> <li>• Distribution</li> <li>• Chamber of commerce</li> </ul>	

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<p><b>Assessment</b></p>	<p><b>Key assessed piece</b> Coursework progress (RO69) – this coursework piece will be formally assessed to allow for feedback and improvements to be made based on the first elements of the task.</p> <p><i>Total marks for this piece of coursework is 60.</i></p>	<p><b>Key assessed piece</b> Coursework completion (RO69) – this coursework piece will be formally assessed for students to give and overall grade and feedback for this unit of work.</p> <p><i>Total marks for this piece of coursework is 60.</i></p>	<p><b>Key assessed piece</b> Students will complete their <b>first</b> attempt at the external examination set by OCR. This will assess all elements of RO67 (Enterprise and Marketing Concepts).</p>	<p><b>Key assessed piece</b> Students will have focused assessment practice during this half term. Students assessment tasks will either;</p> <ul style="list-style-type: none"> <li>• Look at methods of developing or improving coursework tasks</li> <li>• Support progress and development for external assessment tasks.</li> </ul>	<p><b>Key assessed piece</b> Students will complete their <b>second</b> attempt at the external examination set by OCR (if appropriate). This will assess all elements of RO67 (Enterprise and Marketing Concepts).</p>	
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