



FRAMEWORK FOR LEARNING

CREATIVE

An education where imagination, curiosity and resilience enable us to ignite our learning.

HAPPY

A shared belief that optimism, empathy and responsibility are the foundations for a respectful, safe and inclusive community.

SUCCESSFUL

Individuals who are ready to learn, practise being reflective, and are motivated to become champions.

SUBJECT

ENTERPRISE AND MARKETING

INTENT

By studying Enterprise and Marketing students will build real and relevant skills for the future. They will have the opportunity to apply knowledge and practical skills in enterprise and marketing. Students will build independence and confidence in using skills that are relevant to the business and enterprise sectors. They will also build invaluable transferable skills such as analytical skills, creative thinking, digital presentation, planning, research, self-management and verbal communication.

In Enterprise and Marketing, students will develop knowledge and understanding of key topics that will prepare them for their future studies in Enterprise and Marketing. Throughout the course they will cover:

R067 Enterprise and marketing concepts - Exam

- Develop a knowledge and understanding of the characteristics, risks, and rewards for enterprise.
- Develop a knowledge and understanding of market research to target a specific customer.
- Develop a knowledge and understanding of what makes a product financially viable.
- Develop a knowledge and understanding of creating a marketing mix to support a product.
- Develop a knowledge and understanding of factors to consider when starting up and running an enterprise.

R068 Design a business proposal – NEA (Non-Examined Assessment)

- Develop a knowledge and understanding of market research and be able to carry out market research to aid decisions relating to a business proposal.
- Develop a knowledge and understanding of appropriate market research tools and be able to use them appropriately for a business proposal.
- Develop a knowledge and understanding of how to review market research results and be able to review the results for a business proposal.
- Develop a knowledge and understanding of how to identify potential customers and be able to build a customer profile based on market research findings.
- Develop a knowledge and understanding of the design mix and be able to create one for a new product.



- Develop a knowledge and understanding of how to design a product and be able to do so for a business proposal.
- Develop a knowledge and understanding of how to effectively review a design and be able to do this for a product proposal.
- Develop a knowledge and understanding of how to finalise design after feedback and effectively carry out this process for a business proposal design.
- Develop a knowledge and understanding of how to calculate costs, revenue, break-even and profit relating to a business proposal and be able to apply these skills to a business proposal.
- Develop a knowledge and understanding of different pricing strategies and be able to effectively apply these to a business proposal.
- Develop a knowledge and understanding of how to assess if a business proposal is financially viable and carry out an assessment of a business proposal.
- Develop a knowledge and understanding of the risks and challenges that a business may face when launching a new product and be able to explain them for a business proposal.
- Develop a knowledge and understanding.

R069 Market and pitch a business proposal - NEA.

- Develop a knowledge and understanding of brand identity to target a specific customer and be able to create a brand identity for a business proposal.
- Develop a knowledge and understanding of how to create a promotional campaign for a brand and product and be able to create a campaign for a business proposal.
- Develop a knowledge and understanding of how to plan and pitch a business proposal and be able to plan and pitch their own business proposal.
- Develop a knowledge and understanding of how to review a brand proposal, promotional campaign and professional pitch and be able to do this for a business proposal.



YEAR GROUP

YEAR 11

RATIONAL / NARRATIVE

This course is assessed via two non-exam assessment (NEA) elements and external exam. Students must complete both NEA elements before their exam. Students completed NEA R068 in Year 10 and were taught elements of R067 which related to their NEA. In year 11 they will complete NEA R069 first and submit this work in the January exam series. Students will then spend the remainder of the year covering topics for R067 to be ready to complete their exam in May 2024.

TERM KNOWLEDGE

AUTUMN 1

R069: Market and pitch a business proposal (NEA)

Topic Area 1: Develop a brand identity to target a specific customer profile.

- What is a brand?
- Why is branding used.
- Branding methods
- Produce a competitor analysis.

Topic Area 2: Create a promotional campaign for a brand and product.

- How to create a promotional campaign for a product/brand

R069: NEA Assessment (working on)

AUTUMN 2

R069: Market and pitch a business proposal. (NEA)

Topic Area 3: Plan and pitch a proposal.

- Considerations when planning a professional pitch.
- Use and development of personal and presentation skills.
- Benefits of using a practice pitch.

Topic Area 3: Plan and pitch a proposal.

- Review a brand using a range of sources.
- Review a professional pitch to an external audience.

R069: NEA Assessment (working on)

SPRING 1

R067: Enterprise and marketing concepts

Topic Area 1: Characteristic, risk and reward for enterprise.

- Characteristics of successful entrepreneurs
- Potential risk taking
- Potential drawbacks for risk taking.

Topic Area 3: What makes a product financially viable.

- Cost of producing a product
- Revenue generated by sales of the product.
- Profit/loss
- How to use the formula for break-even as an aid to decision making

Topic Area 4: Creating a marketing mix to support a product.

- The marketing mix elements for a good/service

SPRING 2

R067: Enterprise and marketing concepts

Topic Area 4: Creating a marketing mix to support a product.

- Sales promotion techniques used to attract and retain customers and appropriateness of each.
- Public relations
- How to sell the good/service to the consumer
- The product lifecycle
- Extension strategies for products in the product lifecycle and the appropriateness of each
- Factors to consider when pricing a product to attract and retain customers.
- Types of pricing strategies and appropriateness

Topic Area 5: Factors to consider when starting up and running an enterprise.

SUMMER 1

R067: Enterprise and marketing concepts

Topic Area 2: Market research to target a specific customer.

- The purpose of market research
- Primary market research methods
- Secondary market research methods
- Types of data
- Types of market segmentation
- The benefits of market segmentation to a business

Revision for R067 exam.



<h2>SKILLS</h2>			<ul style="list-style-type: none"> How the elements of the marketing mix work together Types of advertising medium used to attract and retain customers and appropriateness of each. 	<ul style="list-style-type: none"> Appropriate forms of ownership for business start-ups Source(s) of capital for business start-ups and expansion Support for enterprise 	
	<ul style="list-style-type: none"> Competitor analysis Developing a brand Designing a logo Creating a promotional campaign Designing a promotional plan 	<ul style="list-style-type: none"> Developing a pitch Designing appropriate support material for a pitch Writing a script Delivering the pitch Reviewing pitching skills Review likelihood of success 	<ul style="list-style-type: none"> Evaluation skills Metacognitive practice Exam technique Identifying and selecting information Breaking down key information 	<ul style="list-style-type: none"> Evaluation skills Metacognitive practice Exam technique Identifying and selecting information Breaking down key information 	<ul style="list-style-type: none"> Evaluation skills Metacognitive practice Exam technique Identifying and selecting information Breaking down key information
	<p>Assessment 1: Market Research and Market Segmentation Exam Questions</p> <p>Assessment 2: Financial Viability Exam Questions</p>	<p>Assessment 1: CEE Exam</p> <p>Assessment 2: Marketing Mix Exam Questions</p> <p>Deadline: R069 NEA</p>	<p>Assessment 1: Characteristic, Risk and Reward for Enterprise Exam Questions</p> <p>Assessment 2: Product Financially Viable Exam Questions</p>	<p>Assessment 1: March Mock Exam</p> <p>Assessment 2: Factors to consider when starting up and running an enterprise Exam Questions</p>	<p>Assessment 1: R067 Exam Paper</p> <p>Assessment 2: R067 Exam Paper</p>
<h2>HOME LEARNING</h2>	<p>Homework 1: Revision Questions – Market research/market segmentation</p> <p>Homework 2: Revision Questions – Financial viability</p> <p>Homework 3: Revision Questions - Entrepreneurs</p>	<p>Homework 1: Revision Questions – Potential risks</p> <p>Homework 2: Revision Questions – Break-even</p> <p>Homework 3: Revision Questions – Marketing Mix</p>	<p>Homework 1: Revision Questions – Types of advertising</p> <p>Homework 2: Revision Questions – Sales promotion techniques</p> <p>Homework 3: Revision Questions – Product lifecycle</p>	<p>Homework 1: Revision Questions – Extension strategies</p> <p>Homework 2: Revision Questions – Business ownership</p>	<p>Homework 1: Revision</p> <p>Homework 2: Revision</p> <p>Homework 3: Revision</p>



READING, WRITING, TALK, NUMERACY

Reading: Students will read a range of different text as well as online resources. This half term students will focus on developing their skills in learning new vocab.

Writing: Students will develop a range of different writing skills including summarising and explaining.

Oracy: Students will focus on develop their use of appropriate language (Linguistic)

Numeracy: Students will use a range of numeracy skills. They will use the data that they gathered in their market research to present key information.

Reading: Students will read a range of different texts as well as online resources. This half term students will focus on developing their fluency skills.

Writing: Students will develop a range of different writing skills. They will focus on their persuasive writing skills to encourage people to support their brand.

Oracy: Students will focus on developing their physical skills of voice and body language as well as their social and emotional skills in audience awareness.

Numeracy: Students will use a range of numeracy skills. They will share key numerical data in their presentation and will need to ensure that their presentation is appropriately timed.

Reading: Students will read a range of different texts as well as online resources. This half term students will focus on developing their skills in decoding.

Writing: Students will develop a range of different writing skills including expository and answering exam questions. Some of the exam questions will be extended writing.

Oracy: Students will focus on developing their use of cognitive skills in content and structure.

Numeracy: Students will use a range of numeracy skills. They will continue to use and develop their skills with a range of different formulas to calculate costs (fixed and variable), Revenue, profit and loss.

Reading: Students will read a range of different texts as well as online resources. This half term students will focus on developing their skills in reasoning and background knowledge.

Writing: Students will develop their skills in comparing and contrasting information to support the answering of extended writing questions.

Oracy: Students will focus on clarifying and summarising skills.

Numeracy: Students will use a range of numeracy skills. They will need to use a range of numeracy skills when considering the price of products and the pricing strategies that should be used by businesses.

Reading: Students will read a range of different texts as well as online resources. This half term students will focus on developing their skills in structure, self- regulation and listening and responding.

Writing: Students will develop a range of different writing skills including expository, summarising and descriptive writing.

Oracy: Students will continue to develop their vocabulary, language and listening and responding skills.

Numeracy: Students will use a range of numeracy skills. They continue to develop their numeracy skills needs for the exam particularly the formulas for calculating costs, revenue, profit/loss and break-even.

TIER 2 VOCABULARY

- Analyse
- Annotate
- Calculate
- Choose
- Circle
- Compare and contrast.
- Complete
- Create
- Describe
- Discuss
- Draw
- Evaluate
- Explain
- Fill in
- Identify

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- Fill in
- Identify



TIER 3 VOCABULARY

PSPSMC, BRITISH VALUES AND DIVERSITY

<ul style="list-style-type: none"> Justify Label Outline State 	<ul style="list-style-type: none"> Justify Label Outline State 	<ul style="list-style-type: none"> Justify Label Outline State 	<ul style="list-style-type: none"> Justify Label Outline State 	<ul style="list-style-type: none"> Justify Label Outline State
<ul style="list-style-type: none"> Brand Branding Brand Personality Brand Identity Brand Image Branding Methods Competitor analysis Promotional campaign 	<ul style="list-style-type: none"> Pitch Objectives Visual aids Brand Professionalism Communication 	<ul style="list-style-type: none"> Entrepreneurs Risk taking Financial Fixed Costs Variable Costs Total Costs Revenue Profit Loss Break-even 	<ul style="list-style-type: none"> Good Service Marketing Mix Advertising Medium Promotional techniques Public relations Product lifecycle Extension strategies Pricing strategies 	<ul style="list-style-type: none"> Market research Primary market research Secondary market research Data Market segmentation
<p>Personal: Develop an understanding of how-to successful pitch a new business idea to a panel of people</p> <p>Social: Peer reviews of each other’s pitches to offer feedback on how to improve.</p> <p>British value: Understand how different segments of the population may be targeted by businesses.</p> <p>Moral: Understand how important it is for businesses to be ethical when branding their business.</p> <p>Cultural: Understanding how different customer profiles are built and used by businesses, considering different cultures and communities.</p> <p>Diversity: Students will take into consideration the different backgrounds of their customers when designing their business proposal.</p>		<p>Personal: Develop an understanding of how to calculate different costs within a business</p> <p>Social: Paired exploration of products and how to review them.</p> <p>British value: Understand the risks different businesses must take when launching a new product.</p> <p>Moral: Understand how factors outside a business’s control may impact their business.</p> <p>Cultural: Understanding how businesses minimize and overcome challenges when targeting customers from different cultures and communities.</p> <p>Diversity: Students will examine a range of entrepreneurs from different background and examine what has make them successful.</p>		