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| **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** | <https://www.youtube.com/watch?v=uQQZCvtR3WA> – Market Segmentation in practice  <https://www.youtube.com/watch?v=bpIrEiKjnyE> – Primary market research in practice  <https://www.youtube.com/watch?v=K3UaIQN_YXI> – Secondary Market Research | | <https://www.youtube.com/watch?v=ob5KWs3I3aY> – The Product Lifecycle  <https://www.youtube.com/watch?v=xTw7JUxWsYM> – Pricing Strategies    <https://www.askattest.com/blog/marketing/10-most-creative-ad-campaigns-2019> - Best promotional campaigns of 2019 | |  | |