

Year 10 Marketing and Enterprise Curriculum Sequence

Subject Intent: Our aim is to inspire and develop students with digital, entrepreneurial and creative skills that will give them the opportunities to succeed with confidence and find fulfilment in the fast-paced world within which they live.

	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Big idea/Theme	Market Segmentation – start of R065 Unit	Analysing Market Research	Fixed/Variable, Total Costs	Risks of Running a New Business Idea	What is Branding? – start of R066 Unit	Preparing a Business Pitch
Big Idea/Theme	Customer Profiling	Product Designing through data analysis	Revenue and Profit/Loss Analysis	Copyrights and Patents	Developing a Brand	Developing a professional business pitch using PowerPoint
Big idea/Theme	Market Research Methods	Feedback Analysis through self and peer review	Pricing Strategies and Break Even Analysis	Summarisation of R065 Unit	Analysis of own branding techniques through self and peer assessment	
Knowledge that needs to stick	Students must know how to analyse market segmentation through the use of age, gender, income, lifestyle, occupation and geographic factors. They must define and provide examples of these being used by existing businesses. Then students must apply this	Students will produce a questionnaire for at least 20 interviewees based on the market segmentation factors as well as questions based on the design process of the product stated on the set scenario. Students will collect the data and produce a variety of pie and	Students will learn how to calculate fixed and variable costs, total costs, revenue, profit/loss. They will apply this knowledge to their final product and calculate the financial viability of their product idea. Students will also need to decide on the pricing strategy for their product	Students will learn about the different aspects of risk within launching a new business idea such as overspending, loss of investment and loss of money. They will also apply the knowledge of how copyrights and patents will have an effect on their launch of their product idea.	Students will learn about the importance of branding to businesses and how it generates sales, loyalty and the perception of quality. The aspects of branding elements will also be explored such as brand logos, slogans, jingles, celebrity endorsements and	Students will take their product idea and start preparing the business pitch. They will explore the importance of preparing the pitch through the aspects of venue choice, the target audience, media utilised, personal appearance and the objectives to meet within their pitch.

	<p>knowledge to a customer profile based on a set scenario. Students then must define and explain primary and secondary market research methods such as questionnaires, surveys, focus groups, online research, magazines and census data. Students must choose a sampling method from random, quota, convenience and cluster; explain all methods and select one that is suitable.</p>	<p>bar charts to visualise the results; where they will also produce a short analysis on each result in a form of percentages to highlight the most popular answers; reinforcing how this will inform the design choices for Task 3. Students will design their products based on the questionnaire results (make at least 3 designs). Annotations on the unique features of the product will be required as well as a self-assessment on the positives and things to improve on. A peer assessment is also required to inform students on what design to take forward and improve for final evaluation.</p>	<p>idea, so they will learn the process of price skimming, price penetration, competitive pricing and Psychological Pricing. Once they have decided the pricing strategy, students will then calculate their break even and analyse two possible price points to choose from.</p>	<p>Finally for R065, the students will then take the whole Unit holistically and produce an evaluation of the product idea and judge the financial viability of it; also producing areas to improve.</p>	<p>mascots. Students will apply this knowledge to the business idea and produce their own brand. Their brand will then be analysed through self and peer assessments; highlighting the positives and things to improve on.</p>	<p>Students will need to prepare their script for the business pitch, encompassing their knowledge of market segmentation, finance, market research and branding.</p>
--	---	--	---	--	--	---

Demonstration of Knowledge (Assessment)	Students will be producing their coursework on Word documents, which will be assessed to the Unit's mark scheme.	Students will be producing their coursework on Word documents, which will be assessed to the Unit's mark scheme.	Students will be producing their coursework on Word documents, which will be assessed to the Unit's mark scheme.	Students will be producing their coursework on Word documents, which will be assessed to the Unit's mark scheme.	Students will be producing their coursework on Word documents, which will be assessed to the Unit's mark scheme.	Students will be producing their coursework on Word documents, which will be assessed to the Unit's mark scheme.
Links to key stage 2/ prior knowledge needed	Assumed no prior knowledge on Market Segmentation Some knowledge assumed on methods of research, mostly on producing questionnaires.	Limited knowledge assumed on the use of Excel Spreadsheets and producing graphs.	Some knowledge on how to calculate costs and profit. Assumed no prior knowledge on break even analysis and pricing strategies	Assumed no prior knowledge	Assumed no prior knowledge	Assumed no prior knowledge
Skill set development	To be able to analyse how market segmentation is important in informing businesses on how to target specific customers for their product or service,	To be able to construct a questionnaire and conduct primary research to collect, where analysis and evaluation will be created to deduce what designs can be made from the	To be able to create designs of product based on the client brief and information/data from research. To gather evaluation from peer reviews and self assessment to	To be able to calculate profit, revenue, costs, break even through the use of formulas, and then evaluate the risks of launching a new product idea and the financial	To be able to analyse the different brand elements used by businesses and how it adds value to the brand and increase customer loyalty.	To be able to produce a presentation document based on the branding of the business idea and be able to evaluate the important aspects

	and then provide an evaluation through the use of a customer profile.	research results that meet the client brief.	make amends to the product design.	viability of the design.	To be able to create brand elements and gather feedback through peer and self assessment.	of preparing for a business pitch.
Key Vocabulary (Tier 2/ Tier 3)	Segmentation, Demographic, Age, Gender, Income, Lifestyle, Occupation, Questionnaire, Research, Focus Group, Census, Survey, Sampling, Profiling, Quota, Cluster, Random, Convenience	Pie Chart, Bar Chart, Evaluation, Analysing, Annotation, Assessment, Feedback	Fixed Costs, Variable Costs, Revenue, Profit, Loss, Break Even, Contribution, Price Skimming, Price Penetration, Competitive Pricing, Psychological Pricing	Overspending, Investment, Demand, Copyrights, Patents, Trademark, Viability	Quality, Recognition, Loyalty, Logo, Slogan, Jingle, Celebrity Endorsement, Mascot, Budget, Target Market, Advertising, Promotion	Venue, Audience, Objectives, Media, Script, Appearance
Reading and Oracy	Set case study/scenario to be read through and analysed	Being able to interpret information and data so that they can be analysed and evaluated, requires reading of a variety of text	Reading through the case study/scenario to interpret the fixed and variable costs of pizza ingredients to calculate totals and profit/loss	Reading through case study scenarios based on risks to businesses and copyrights and patents.	Set case study/scenario to be read through and analysed	Preparing their business pitch to deliver to a small target audience, using visual aids to communicate their product idea orally for at least 5 minutes.
Numeracy	Using demographic data which may have percentages, decimal points etc.	Utilising percentages and data interpretation on Excel spreadsheets/graphs	Utilising formulas based on total costs, revenue, profit/loss and break even to inform financial	N/A	N/A	N/A

		to analyse/evaluate results	viability of product idea.			
Opportunities						
Careers	Marketing Careers Data Analysis Careers Enterprising	Marketing Careers Data Analysis Careers Enterprising	Accountancy Marketing Careers Enterprising	Marketing Careers Enterprising	Marketing Careers Enterprising	Marketing Careers Enterprising
SMSC including British Values, Culture and Diversity	Learning about different demographics and lifestyles present within the UK through market segmentation	Learning about different demographics and lifestyles present within the UK through market segmentation				
Relationship and Sex Education and Health Education	Healthy Eating (Calorie Intake) on pizza product scenario	Healthy Eating (Calorie Intake) on pizza product scenario	N/A	N/A	N/A	N/A

Key Documents:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/908013/Relationships Education Relationships and Sex Education RSE and Health Education.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/908013/Relationships_Education_Relationships_and_Sex_Education_RSE_and_Health_Education.pdf)

<https://www.thecdi.net/write/CDI-Framework-Jan2020-web.pdf>