

Year 11 Marketing and Enterprise Curriculum Sequence

Subject Intent:						
	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Big idea/Theme	R064 – LO3 Product Life Cycle and Extension Strategies	R064 – LO4 Pricing strategies and factors to consider when deciding	R064 – LO5 Types of Ownerships	R064 – LO1 Customer Segmentation Market Research (revisited topics from previous year)	Revision of R064 Topics and R065 Coursework Improvements	
Big Idea/Theme	Product Differentiation Methods	Advertising Methods and Sales Promotion Techniques	Sources of Capital and Business Plan	LO2 – Costs and Revenue Break Even Analysis		
Big idea/Theme	External Influences on Product Development	Customer Service and Feedback Methods	LO6- Functional Areas and their purposes			
Knowledge that needs to stick	Students will explore the phases of the product life cycle and apply knowledge to real life examples of products and how brands react to the different phases through decision making and also how this links to the theories of extension strategies.	Students will learn about the main pricing strategies that businesses could adopt for their products and services, with a focus on competitive pricing, price penetration, price skimming, psychological pricing and premium pricing.	Students will explore the different types of ownerships in terms of its features, benefits and drawbacks, focusing on sole traders, partnerships, private/public limited companies and franchises. This is then linked to how businesses	Students will revisit topics that were covered in the R065 coursework as there is a crossover with the R064 theory unit. Revisiting topic such as market segmentation, the different types of market research and how to calculate fixed/variable	This term will purely be focused on preparing students for the R064 exam in May/June through a series of past paper questions, mini assessments etc.	

	<p>Students will then analyse the different product differentiation methods and how it contributes to increasing market share, brand loyalty and ultimately profit. Evaluations will then take place on how different external influences such as the economy, customer behaviour etc. has an impact on product development.</p>	<p>They will link this to how it can have an impact on sales revenue and profit/loss. Students will also explore the different advertising methods such as TV, Social Media, Radio, Cinema etc, exploring the benefits and drawbacks of each method and also the different sales promotion techniques such as loyalty schemes, BOGOF, discounts etc. This is also then linked to how customer feedback and service are dealt with and how it has an impact on advertising and pricing strategies.</p>	<p>can source their finances through the influence of types of ownerships, focusing on aspects such as bank loans, business angels, overdrafts, crowdfunding etc. Finally, the theory for this LO is then tied up to how a business plan can help facilitate successful application for sources of finance and allow businesses to forecast their cashflow and outline aims and objectives in the short/medium and long term; informing owners and shareholders of business decisions that need to be made and what risks are calculated.</p>	<p>costs, break even, revenue and profit and loss.</p>		
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			Students will also explore the purpose and roles of different functional areas within a business with a main focus on Human Resources, Finance, Marketing and Operational Departments. This will be analysed through the important roles they play and how they integrate with each other.			
Demonstration of Knowledge (Assessment)	Students will be assessed through a series of past paper questions to check understanding.	Students will be assessed through a series of past paper questions to check understanding.	Students will be assessed through a series of past paper questions to check understanding.	Students will be assessed through a series of past paper questions to check understanding.	Students will be assessed through a series of past paper questions to check understanding.	
Links to key stage 2/ prior knowledge needed	Assumed no prior knowledge	Assumed no prior knowledge	Assumed no prior knowledge	R065 coursework covered these Learning Objectives, so students will have retained knowledge.		

Skill set development	To be able to explain the aspects of the product life cycle and analyse how knowledge of the life cycle can inform businesses on decision making for their products or services. To be able to evaluate the different product differentiation methods implemented to extend the life cycle of products and services, evaluating the benefits and drawbacks of each method used.	To be able to analyse the effectiveness of particular pricing strategies and how they have an impact on the sales of products and services. This can also then be linked to analyse how advertising methods can produce benefits and drawbacks depending on the nature of the product or service being sold.	To be able to evaluate the benefits and drawbacks of different sources of finance available to businesses, and how this informs the business plans being created. Students will also be able to analyse how each functional area of businesses contribute to the success of the business, and how each functional area utilise cross-communication to work together to enhance performance.	To be able to analyse how market segmentation is important in informing businesses on how to target specific customers for their product or service, and then provide an evaluation through the use of a customer profile. To be able to analyse the different market research methods in primary and secondary formats.		
Key Vocabulary (Tier 2/ Tier 3)	Introduction, Growth, Maturity, Decline, Extension, Market share, loyalty, branding, economy, political, ethical, environmental, social,	Premium pricing, penetration pricing, price skimming, competitive pricing, cost plus pricing, profit and loss, discount, loyalty scheme, social media	Sole trader, partnership, private limited company, public limited company, franchise, limited liability, unlimited liability, loan, business angel,	Segmentation, Demographic, Age, Gender, Income, Lifestyle, Occupation, Questionnaire, Research, Focus Group, Census, Survey, Sampling,	Revision of all key words from previous topics	

	technological factors.		crowdfunding, interest, overdraft, planning, objectives, vision	Profiling, Quota, Cluster, Random, Convenience, Fixed Costs, Variable Costs, Revenue, Profit, Loss, Break Even, Contribution, Price Skimming, Price Penetration, Competitive Pricing, Psychological Pricing		
Reading and Oracy	Set case study/scenario to be read through and analysed and comprehension questions asked.	Set case study/scenario to be read through and analysed and comprehension questions asked.	Set case study/scenario to be read through and analysed and comprehension questions asked.	Set case study/scenario to be read through and analysed and comprehension questions asked.	Past paper read through and analysis	
Numeracy	Working with percentages relative to market share, economical statistics.	Financial questions based on pricing strategies, working with percentages on discounts		Statistical analysis using graphs and other forms of data	Financial questions based on addition, multiplication, division and subtraction.	
<b>Opportunities</b>						
Careers	Marketing careers, advertising, business planning, entrepreneurship.	Marketing careers, advertising, business planning, entrepreneurship.	Marketing careers, advertising, business planning, entrepreneurship.	Marketing careers, advertising, business planning, entrepreneurship.	N/A	

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	How diversity within a workforce can encourage a generation of unique ideas and features for a business	N/A	N/A	
Relationship and Sex Education and Health Education	N/A	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>