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

Students will then analyse the different product different product different product different product different product different product different share, brand loyalty and ultimately profit. Evaluations will then take place on how different economy, customer behaviour etc. has an impact on product development.  They will link this to how it can have an different explane impact on sales revenue and profit/loss. Students will also 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 and loss.  TV, Social Media, Cinema etc, exploring the benefits and drawbacks of each method and also the different sales an impact on product techniques such as development.  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.  Students will link this to how it can have an finances through the influence of types of ownerships, focusing on aspects such as bank loans, business angles, 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 objectives in the short/medium and long term; informing owners and shareholders of business decisions that need	ı	T	I	T	1
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.  different solutions will then take place on how different external influences such as the economy, customer behaviour etc. This is also development.  different profit/Loss.  Students will also ownerships, focusing on aspects such as bank loans, business angels, owerdrafts, cowdfunding 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 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.  different sulcans, business and types of types of ownerships, focusing on aspects such as bank loans, business angels, overdrafts, cowdfunding 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 etc. This is also cashflow and outline aims and objectives in the short/medium and long term; informing owners and shareholders of business	Students will then	They will link this to	can source their	costs, break even,	
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.  different such as bank loans, business angels, advertising overdrafts, crowdfunding etc.  TV, Social Media, Radio, Cinema etc, exploring the benefits and drawbacks of each method and also behaviour etc. has an impact on product development.  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.	•		•	•	
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.  methods and how it contributes to increasing market share, brand loyalty advertising and business angels, overdrafts, crowdfunding etc. Tris is also the filnked to how customer feedback and service are dealt with and how it has an impact on advertising and informing owners and shareholders of obusiness.  methods such as Stuch as sbank loans, focusing on aspects such as bank loans, different such as such as bank loans, different sales such as shork/medium and long term; informing owners and shareholders of obusiness.	· ·	•		and loss.	
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increasing market share, brand loyalty and ultimately profit. Evaluations will then take place on how different external influences such as the economy, drawbacks of each customer behaviour etc. has an impact on product development.  In overlands, business angels, overdrafts, overd	methods and how	' · · · · · · · · · · · · · · · · · ·	ownerships,		
share, brand loyalty and ultimately profit. Evaluations will then take place on how different external influences such as the economy, customer product development.  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.  Share, brand loyalty different advertising wethods such as development.  Share and ultimately profit. Evaluations wethods such as will then take place on how different as less the different sales promotion 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.	it contributes to	Students will also			
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.    Active	increasing market	explore the	such as bank loans,		
profit. Evaluations will then take place on how different external influences such as the economy, customer behaviour etc. has an impact on product development.    Development   Develo	share, brand loyalty	different	business angels,		
will then take place on how different external influences such as the economy, drawbacks of each method and also behaviour etc. has an impact on product development.  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.  Will then take place on how different salos, for this LO is then tied up to how a business plan can help facilitate successful abusiness plan can help facilitate successful application for sources of finance and allow businesses to forecast their each forecast their establishment of the product of the pr	and ultimately	advertising	overdrafts,		
on how different external influences such as the economy, drawbacks of each behaviour etc. has an impact on product techniques such as development.    On how different external influences such as the economy, drawbacks of each behaviour etc. has an impact on product techniques such as development.    On how different sets such as an impact on product techniques such as development.   On the product techniques such as the different sales promotion   On the product techniques such as the different sales   On the product techniques such as the different sales   On the	profit. Evaluations	methods such as	crowdfunding etc.		
external influences such as the benefits and business plan can help facilitate successful application for sources of finance an impact on product development.  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.  Extendible up to how a business plan can help facilitate successful application for sources of finance applicati	will then take place	TV, Social Media,	Finally, the theory		
such as the economy, drawbacks of each economy, customer method and also behaviour etc. has an impact on product techniques such as development.  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.  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	on how different	Radio, Cinema etc,	for this LO is then		
economy, customer behaviour etc. has an impact on product development.  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.  Beconomy, customer method and also 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 businesse	external influences	exploring the	tied up to how a		
customer behaviour etc. has an impact on product development.  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.  method and also 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	such as the	benefits and	business plan can		
behaviour etc. has an impact on promotion product techniques such as development.    Description   D	economy,	drawbacks of each	help facilitate		
an impact on promotion sources of finance and allow 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.	customer	method and also	successful		
product techniques such as development.  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.  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	behaviour etc. has	the different sales	application for		
development.  loyalty schemes, BOGOF, discounts etc. This is also cashflow and then linked to how customer feedback and service are dealt with and how it has an impact on advertising and pricing strategies.  loyalty schemes, BOGOF, discounts forecast their cashflow and outline aims and objectives in the short/medium and long term; informing owners and shareholders of business	an impact on	promotion	sources of finance		
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.  forecast their cashflow and outline aims and objectives in the short/medium and long term; informing owners and shareholders of business	product	techniques such as	and allow		
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.  cashflow and outline aims and objectives in the short/medium and long term; informing owners and shareholders of business	development.	loyalty schemes,	businesses to		
then linked to how customer feedback and service are dealt with and how it has an impact on advertising and pricing strategies.  outline aims and objectives in the short/medium and long term; informing owners and shareholders of business		BOGOF, discounts	forecast their		
customer feedback and service are short/medium and dealt with and how it has an impact on advertising and pricing strategies.  customer feedback and objectives in the short/medium and long term; informing owners and shareholders of business		etc. This is also	cashflow and		
and service are dealt with and how long term; it has an impact on advertising and pricing strategies.		then linked to how	outline aims and		
dealt with and how it has an impact on advertising and pricing strategies.		customer feedback	objectives in the		
it has an impact on advertising and pricing strategies. informing owners and shareholders of business		and service are	short/medium and		
advertising and and shareholders pricing strategies. of business		dealt with and how	long term;		
advertising and and shareholders pricing strategies. of business		it has an impact on	informing owners		
pricing strategies. of business					
		_	of business		
			decisions that need		
to be made and			to be made and		
what risks are			what risks are		
calculated.			calculated.		

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

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

SMSC including	Learning about	Learning about	How diversity	N/A	N/A	
British Values,	different	different	within a workforce			
Culture and	demographics and	demographics and	can encourage a			
Diversity	lifestyles present	lifestyles present	generation of			
	within the UK	within the UK	unique ideas and			
	through market	through market	features for a			
	segmentation	segmentation	business			
Relationship and	N/A	N/A	N/A	N/A	N/A	
Sex Education and						
Health Education						

## **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://www.thecdi.net/write/CDI-Framework-Jan2020-web.pdf