

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 knowledge to a customer profile	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 bar charts to visualise the results;	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 idea, so they will learn the process	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. Finally for R065, the students will	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 mascots. Students will apply this	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. Students will need to prepare their

	<p>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>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>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>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>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>script for the business pitch, encompassing their knowledge of market segmentation, finance, market research and branding.</p>
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