

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.			
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