

# Enterprise & Marketing Learning Journey



**Careers**  
Manager  
Human Resource  
Accountant  
Public Relations  
Logistics  
Supply chain  
Advertising



**College/University**  
Studying:  
Business, Accountancy,  
Human Resources or  
Marketing

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**Marketing Mix:**  
Exploring the 4 Ps:  
Promotion, product, price  
and place



**Financial Viability**  
Calculating  
business  
costs

**Pitch:**  
Produces a  
business pitch for  
the proposal and  
presents

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**Characteristics, risk and reward:**  
What it takes to be a  
successful entrepreneur.

**Market research:**  
Identification of methods,  
advantages and disadvantages.



**Branding Identity:**  
Create a branding  
identity for business  
proposal



**Evaluation:**  
Evaluation of the risks and  
challenges.

**Risk Assessment:**  
Challenges of producing  
and launching a new  
product.

**Financial Viability:**  
Full evaluation of the financial  
viability of the product.



**Branding method:**  
Explore branding methods.

**Break even:**  
Calculate the break  
even of the product.



**Product review:**  
Evaluation of the product: self  
assessment, and verbal feedback  
from peers.

**Pricing strategies:**  
Justification of the pricing  
of the product linked to  
the customer profile.

**Design modifications:**  
Justification of changes to product  
design.

**Finance:**  
Identify and calculates  
costs of product.

**Analysis:**  
Describe how the  
Design Mix and  
Market Research  
impact the design of  
the bag.



**Create Techniques:**  
Create a moodboard, mind map  
and brain shifter.



**Design Mix:**  
Generate product designs using  
the Design Mix.



**Design Mix:**  
Outline the Design Mix.



**Customer Profile:**  
Create a  
customer profile  
and with  
reference to  
market research  
findings.

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**Market Research**  
Introduction to the market  
research methods and sampling  
selection.



**Market Research :**  
Complete three methods of market  
research and analysis of results.



**Market Segmentation:**  
Define market  
segmentation  
techniques.