

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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Business ownership:
 Revision and exam
 technique: Ownership
 and sources of finance



Attracting and retaining customers
 Revision and exam
 technique:
 pricing
 strategies
 and
 advertising

Financial Viability
 Revision and exam technique:
 costs of producing products
 and services

Product Development
 Revision and exam technique:
 Product life cycle

Product Development
 Revision and exam technique:
 Product differentiation



EXAM: How to target a market
 Revision and exam
 technique: customer
 and market
 segmentation



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.

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Break even:
 Calculate the break
 even of the product.



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

Design modifications:
 Justification of changes to product
 design.

Finance:
 Identify and calculates
 costs of product.

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

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.