# Enterprise and Marketing Curriculum Map

**Legend:**
- Character Virtues
- Cross Curricular Links
- Assessment Points
- Subject Specific Skills
- CEIAG Links

Underlined = Deeper development of earlier skills / knowledge

INSPIRE BELIEVE ACHIEVE

THE OAKS ACADEMY

You're hired!

Progression to next stage of learning:
A Level Business Studies and/or Economics
BTEC Business
T Levels in Business-related subjects

## REVISION for R067

FINISH

How do we demonstrate our learning to maximise success in the exams?
- Aspiration and responsibility
- Revision techniques
- Application, analysis and evaluation of different business scenarios
- Developing academic skills to prepare for next steps

## Preparing for RO67 External Exam – filling in any gaps in knowledge not covered in NEA

- The 4Ps,
- place,
- the product life cycle,
- sources of capital,
- the importance of cash,
- and support for business enterprise.
- PPE 2 (QMF and QMS 3A)

Can I create promotional materials the will appeal to my target market?
- Creativity
- Art, Design Technology, Creative iMedia
- QMF 2A RO69 Task 2
- Using promotional techniques and business language

**Creating promotional materials RO69 Task 2**

### Plan a pitch and create supporting materials RO69 Task 3

How do I persuade an audience of the merits of my business proposal?
- Confidence to present to an audience
- Oracy and articulacy
- QMF 2A and QMS 2A
- Using business concepts and language to persuade
- Planning and delivering a presentation

### Pitch a proposal to an external audience RO69 Task 4

### Reflect on pitch and business proposal RO69 Task 5

How well did I deliver my business pitch? Is my business proposal likely to be successful? How do I know?
- Reflection and self assessment
- QMF and QMS 2B
- Reflecting on performance and setting targets for improvement

### Planning a promotional campaign RO69 Task 2

Can I create an appropriate plan for my promotional campaign with a realistic timeframe?
- Independence
- Numeracy
- Thinking synoptically
- QMS 1B RO69 Task 2
- Careers in management

### Objectives and KPIs for a promotional campaign RO69 Task 2

How do we know if the promotional campaign is successful?
- Being a leader
- Maths – percentage change
- Using enterprising Language
- QMF 1B RO69 Task 2
- Careers in management

SALES

### Types of promotion

How do enterprises persuade consumers to buy their products? Advertising, sales promotion and celebrity endorsement.
- Ethics in business
- PPE1
- Link to Creative iMedia
- Careers in sales and marketing

PRICE 50% off

### Branding, and methods of branding RO69 Task1

What is a brand? Why develop a brand? How are brands developed?
- QMS 1A RO69 Task 1
- Design and Technology
- Solving problems
- Careers in sales and marketing

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### RO68 NEA COURSEWORK 10 hours

Can I apply my learning to NEA coursework to Design a Business Proposal?
- Developing independence, perseverance and teamwork
- QMS 3B
- Application, analysis and evaluation skills
- Time management, self-regulation

### RO68 NEA COURSEWORK 5 hours

Coursework

What is the likely success of the business proposal?
- Developing independence, perseverance and teamwork
- QMF 1A
- Application, analysis and evaluation skills
- Time management, self-regulation

### Competitor analysis RO69 Task 1

How does my brand compare to others?
- Design and Technology
- SWOT analysis and external factors
- QMS 1A RO69 Task 1
- Reflecting on, and reviewing outcomes

### Risks and challenges of launching a new product

How can risks and challenges be minimised or overcome?
- Perseverance
- Problem-solving
- QMF 3A
- Making recommendations
- Understanding the changing economic, social and environmental climate

### Financial viability of the new product

Is the product financially viable? Costs, revenue and break-even.
- Maths - calculations
- QMF 3A
- Interpreting data and making recommendations
- Careers in finance

### Using feedback to refine and finalise design

How can I improve my designs to attract my target customer?
- Teamwork and confidence
- Literacy - oracy and articulacy
- QMF and QMS 2B
- Using enterprising language
- Careers in marketing

### Using creative techniques to plan and create 2 designs

How can the function, aesthetics and economic manufacture meet the needs of our customer profile?
- Aspirations and Careers
- Maths – costs, revenue and profit
- Design Technology
- QMF and QMS 2A
- Understanding enterprising language

### Creating a design mix for a new product

### Undertaking market research

### Collating, presenting and interpreting market research

### Market segmentation

How do we separate the market so that we can target different groups of customers? Building a customer profile
- Tolerance and celebrating diversity
- Geography – demographics
- QMF 2A

### Creating market research tools

Will my research tools meet my research aims?
- Confidence
- Literacy - oracy and articulacy
- QMF 1B
- Interviewing skills
- Careers in market research

What are the methods of market research and which is used in different situations?
- Careers
- Maths – quantitative data
- QMS 1B
- Interpreting data
- Careers in market research

Which tools would be suitable for my new product?
- Careers and aspirations
- Maths – statistics
- Decision-making

### Market research

### Launch of RO68 practice assignment

How is the NEA structured? Why do we do a practice assignment?
- Independence
- Understanding TAs and POs

What are the methods of market research and which is used in different situations?
- Careers
- Maths – quantitative data
- QMS 1A
- Interpreting data
- Careers in market research

### Business ownership for start-up enterprises

Who owns start-up enterprises? Sole traders, partnerships, Ltds and franchises.
- Aspirations
- QMF 1A
- Concept of liability
- Owning my own business

### Characteristics, risk and reward for enterprise

What characteristics to entrepreneurs have? What are the risks and drawbacks for risk-taking?
- Aspirations
- Learning enterprising terms and concepts

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