



Subject: Enterprise and Marketing

Year 10		
	Theme	Teaching
1	Understanding product development & Identifying the customer profile for a business challenge	3.1 Product Life Cycle
2	Understanding product development & Identifying the customer profile for a business challenge	T1/ 1.1 Market Segmentation (CW) 3.2 Extension Strategies
3	Understanding product development & Identifying the customer profile for a business challenge	T1 Customer Profile 3.3 Product differentiation
4	Understanding product development & Identifying the customer profile for a business challenge	T1 Improvements 3.3 Product differentiation
5	Understanding product development & Completing market research to aid decisions relating to a business challenge	T2 Market Research (CW - Intro) 3.4 External Factors (TECHNOLOGY - product development)
6	Understanding product development & Completing market research to aid decisions relating to a business challenge	T2 Market Research (CW) 3.4 External Factors (ECONOMIC - product development)
7	Understanding product development & Completing market research to aid decisions relating to a business challenge	T2 Market Research (CW - Sampling) 3.4 External Factors (LEGAL - product development)
8	Understanding how to target the market & Developing suitable products & Completing market research to aid decisions relating to a business challenge	T2 Market Research (CW - Chosen Research & Sampling) DC1 Test
9	Understanding factors for consideration when starting up a business & Completing market research to aid decisions relating to a business challenge	5.1 Sole traders & Partnerships T2 - Questionnaire Analysis
10	Understanding factors for consideration when starting up a business & Completing market research to aid decisions relating to a business challenge	5.1 Liability & LLP T2 - Graph Analysis
11	Understanding factors for consideration when starting up a business & Completing market research to aid decisions relating to a business challenge	5.1 Franchises T2 Graph Analysis & Focus Groups
12	Understanding factors for consideration when starting up a business & Completing market research to aid decisions relating to a business challenge	5.2 Sources of Capital T2 Focus groups
13	Understanding factors for consideration when starting up a business & Completing market research to aid decisions relating to a business challenge	5.3 Business Plans T2 Interviews
14	Understanding different functional activities needed to support a business startup & Completing market research to aid decisions relating to a business challenge	6.1 Functional Areas T2 Focus Group Catch up
15	Understanding different functional activities needed to support a business startup & Completing market research to aid decisions relating to a business challenge	6.1 Functional Areas Match-up T2 Competitor Analysis
16	Understanding what makes a product or service financially viable & Completing market research to aid decisions relating to a business challenge	2.1 Calculating costs T2 Competitor Analysis (Tally of competitor hats, e.g. price, colour, etc)
17	Understanding what makes a product or service financially viable & Develop a design proposal for a business challenge	2.1 Calculating costs - Challenge T3 Creative thinking/ Mood
18	Understanding what makes a product or service financially viable & Develop a design proposal for a business challenge	2.2 & 2.4 Revenue & Profits T3 Creative thinking/ Mood
19	Understanding what makes a product or service financially viable & Develop a design proposal for a business challenge	2.3 Breakeven Coursework Catch-up

Year 10		
	Theme	Teaching
20	Understanding how to target the market & Develop a design proposal for a business challenge	Test LO2 - Revenue & Profit T3 Hat designs
21	Understanding how to target the market & Develop a design proposal for a business challenge	1.1-1.3 Customer segmentation & 1.4-1.6 Market Research T3 Hat designs
22	Understanding how to attract and retain customers & Develop a design proposal for a business challenge	1.7 Customer feedback T3 Peer feedback
23	Understanding how to attract and retain customers & Develop a design proposal for a business challenge	4.3 Advertising methods & 4.4 Promotional methods T3 Peer feedback & Final Hat
24	Understanding how to attract and retain customers & Develop a design proposal for a business challenge	4.1&4.2 Pricing Strategies T3 Final Hat
25	Understanding how to attract and retain customers & Develop a design proposal for a business challenge	4.5 Customer services T3 Final Hat Analysis
26	R064 Unit Exam Revision	1.7 Customer Feedback T3 Final Hat improvements Revision
27		Understand how to target a market
28		Understand what makes a product financially viable
29		Understanding product development
30	Enterprise and marketing concepts	Understanding factors for consideration when starting up a business
31		Understand different functional activities needed to support a business startup
32		Understanding what makes a product or service financially viable
33		Understanding how to attract and retain customers
34	Develop, Review & Improve a design proposal for a business challenge	Product Challenges
35	Assess the financial viability of a business proposal is viable	Task 5 - Costs & Prediction
36	Assess the financial viability of a business proposal is viable	Task 5 - Pricing Strategies
37	Assess the financial viability of a business proposal is viable	Task 5 - Revenue & Profit
38	Review whether a business proposal is viable	Task 5 - Breakeven
39	Review whether a business proposal is viable	Task 5 - Risks & Viability



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Year 11		
	Theme	Teaching
1	Develop a brand identity & promotional plan to target a customer profile (R066 Coursework - Task 1)	T1 Why use branding?
2	Develop a brand identity & promotional plan to target a customer profile (R066 Coursework - Task 1)	T1 Factors when branding
3	Develop a brand identity & promotional plan to target a customer profile (R066 Coursework - Task 1)	T1 Create a Brand identity
4	Develop a brand identity & promotional plan to target a customer profile (R066 Coursework - Task 1)	T1 Assess success
5	Develop a brand identity & promotional plan to target a customer profile (R066 Coursework - Task 1)	T1 Promotional objectives
6	Develop a brand identity & promotional plan to target a customer profile (R066 Coursework - Task 1)	T1 Promotional methods
7	Develop a brand identity & promotional plan to target a customer profile (R066 Coursework - Task 1)	T1 Create own Promotions
8	Develop a brand identity & promotional plan to target a customer profile (R066 Coursework - Task 1)	T1 Assess success
9	Enterprise and marketing concepts (Exam R064) & Plan a pitch for a proposal (R066 Coursework - Task 2a)	T2 Factors when Pitching
10	Plan a pitch for a proposal (R066 Coursework - Task 2a)	T2 Pitch Structure
11	Plan a pitch for a proposal (R066 Coursework - Task 2a)	T2 Pitch Script
12	Plan a pitch for a proposal (R066 Coursework - Task 2a)	T2 Visual Aids
13	Plan a pitch for a proposal (R066 Coursework - Task 2a)	T2 Audience Questions
14	Enterprise and marketing concepts (Exam R064) & Plan a pitch for a proposal (R066 Coursework - Task 2a)	T2 Create other materials
15	Plan a pitch for a proposal (R066 Coursework - Task 2a)	T2 Assess success
16	Pitch a proposal to an audience Learners /Alternative Sitting for R064 exam (R066 Coursework - Task 2b)	T2 Practice Pitches
17	Pitch a proposal to an audience Learners (R066 Coursework - Task 2b)	T2 Provide Peer Feedback
18	Pitch a proposal to an audience Learners (R066 Coursework - Task 2b)	T2 Improve Pitches
19	Pitch a proposal to an audience Learners (R066 Coursework - Task 2b)	T3 Pitch Practice

Year 11		
	Theme	Teaching
20	Pitch a proposal to an audience Learners (R066 Coursework - Task 3)	T3 Formal Pitch
21	Pitch a proposal to an audience Learners (R066 Coursework - Task 3)	T3 Formal Pitch
22	Review the strengths and weaknesses of a proposal and pitch (R066 Coursework - Task 4)	T4 Pitching Skills Review
23	Review the strengths and weaknesses of a proposal and pitch (R066 Coursework - Task 4)	T4 Business Proposal Review
24	Market and pitch a business proposal (R066 Coursework)	Task 1 - Review & Improve
25	Market and pitch a business proposal (R066 Coursework)	Task 2 - Review & Improve
26	Market and pitch a business proposal (R066 Coursework)	Task 3- Review & Improve
27	Market and pitch a business proposal (R066 Coursework)	Task 4 - Review & Improve
28	Design a business proposal (R065 Coursework)	Task 1&2 - Review & Improve
29	Design a business proposal (R065 Coursework)	Task 3&4 - Review & Improve
30	Design a business proposal (R065 Coursework)	Task 5 - Review & Improve
31	End of Coursework	Coursework Submission
32	Resit examined element (if needed)	Revision
33	Resit examined element (if needed)	Revision
34	End of Course	End of Course
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