

### Year 11 Enterprise and Marketing

<b>Curriculum intent</b>	The curriculum has been designed to challenge, inspire and engage all students, offering them an insight into the considerations and decision that need to be made when running your own business. While the course focuses mainly on the enterprise and marketing aspects of a business, students are still given an overview of all functional areas of a business and will learn how each of these areas must work together to make a successful business. Students will use real life case studies on a range of businesses from small sole traders to large multinationals, that will be used to support their learning and which will allow them to apply their learning to the real world.					
<b>Term</b>	<b>Autumn 1</b>	<b>Autumn 2</b>	<b>Spring 1</b>	<b>Spring 2</b>	<b>Summer 1</b>	<b>Summer 2</b>
<b>Knowledge</b>	Costs of producing a product or service - Fixed and Variable Costs  Calculating Revenue  Calculating Profit  Breakeven  Entrepreneurial Characteristics Market Segmentation  Market Research	How to create Product Differentiation  Identifying a clear Unique Selling Point  Design Mix Model  External Factors on Product Development  Legal Issues Presentation skills  Product Lifecycle and the Marketing Mix	Factors to consider when pricing a product to attract and retain customers  Pricing Strategies  Methods of Promotion  Sales Promotion Techniques  Sources of Support  Business Ownership	Sources of Capital Business Plans  <b>Revision.</b> To be determined based on class progress.	<b>Revision.</b> To be determined based on class progress.	
<b>Skills</b>	Define, Identify, Explain	Define, State, Recall, Explain, Discuss	Define, State, Recall, Explain, Discuss, Analyse, Assess	Define, State, Recall, Explain, Discuss, Analyse, Assess	Define, State, Recall, Explain, Discuss, Analyse, Justify	
<b>Assessments</b>	Review and completion of Task 1 and 2: Ro69 MRT MAT: Answering 4 mark questions	Begin and complete Task 3-5 R069 MRT: MAT Answering 4 mark questions	MRT  MAT: Answering 4 mark questions	MRT MAT: Answering 6 mark questions	MRT MAT: Answering 8 mark questions	

<b>Curiosity</b>	<div data-bbox="315 209 925 493"> <a href="https://www.youtube.com/watch?v=uQQZCvtR3WA">https://www.youtube.com/watch?v=uQQZCvtR3WA</a> – Market Segmentation in practice   <a href="https://www.youtube.com/watch?v=bplrEiKjnyE">https://www.youtube.com/watch?v=bplrEiKjnyE</a>  – Primary market research in practice   <a href="https://www.youtube.com/watch?v=K3UaIQN_YXI">https://www.youtube.com/watch?v=K3UaIQN_YXI</a> – Secondary Market Research </div>	<div data-bbox="952 199 1576 467"> <a href="https://www.youtube.com/watch?v=ob5KWs3l3aY">https://www.youtube.com/watch?v=ob5KWs3l3aY</a> – The Product Lifecycle   <a href="https://www.youtube.com/watch?v=xTw7JUxWsYM">https://www.youtube.com/watch?v=xTw7JUxWsYM</a>  – Pricing Strategies   <a href="https://www.askatfest.com/blog/marketing/10-most-creative-ad-campaigns-2019">https://www.askatfest.com/blog/marketing/10-most-creative-ad-campaigns-2019</a> - Best promotional campaigns of 2019 </div>	
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