

Enterprise & Marketing

CURRICULUM OUTLINE

KS4 Curriculum Outline		Subject: ENTERPRISE & MARKETING
	Year 10	Year 11
Autumn 1	<p><u>Introduction to RO64 – Enterprise and Marketing Concepts Exam</u></p> <p>1.1: The Need for Customer Segmentation</p> <p>1.2: Types of Market Segmentation</p> <p>1.3: The Benefits of Market Segmentation</p> <p>1.4: The Purpose of Market Research</p> <p><u>Introduction to RO65 - Design a Business Proposal Coursework</u></p> <p>Identify a potential customer and build a customer profile</p>	<p>5.1: Appropriate Forms of Business Ownership</p> <p>5.2: Sources of Capital for Business Start-ups</p> <p>5.3: The Importance of a Business Plan</p> <p>3.1: The Product Lifecycle</p> <p>3.2: Extending The Life of a Product</p> <p>3.3: How to Create Product Differentiation</p> <p>3.4: The Impact of External Factors on Product Development</p> <p>Plan a Pitch</p> <p>Develop own skills to deliver a Professional Pitch</p>
Autumn 2	<p>1.5: Primary Market Research</p> <p>1.6: Secondary Market Research</p> <p>1.7: Obtaining Customer Feedback</p> <p>Carry out market research</p> <p>Review the results of market research</p>	<p>4.1: Pricing a Product</p> <p>4.2: Pricing Strategies</p> <p>4.3: Methods of Advertising</p> <p>4.4: Sales Promotion Techniques</p> <p>4.5: Customer Service</p> <p>Revision of RO64</p> <p>Mock Examination RO64</p>
Spring 1	<p>Produce product design for Business Challenge</p> <p>Review product designs</p>	<p>Review a Practice Pitch</p> <p>Deliver a Professional Pitch to an external audience</p> <p>Review a Professional Pitch to an external audience</p> <p>Review a Business Professional</p>

<p>Spring 2</p>	<p>2.1: The Cost of Producing a Good or Service</p> <p>2.2: Revenue</p> <p>2.3: Break-even</p> <p>2.4: Profit Level</p> <p>Calculate the costs involved in a Business Challenge</p> <p>Apply an appropriate pricing strategy</p> <p>Revision of RO64</p> <p>Mock Year 10 Examination</p>	<p>6.1: The Purpose of The Main Functional Activities</p> <p>6.2: The Main Activities of Functional Areas</p> <p>Revision of RO64 - Enterprise and Marketing Concepts</p> <p>Mock Pre-Public Examination</p>
<p>Summer 1</p>	<p>Review the likely success of a Business Challenge</p> <p>The challenges of launching a new product</p> <p><u>Introduction to RO66 – Market and Pitch A Business Proposal Coursework</u></p>	<p>Revision of RO64 - Enterprise and Marketing Concepts</p>
<p>Summer 2</p>	<p>Build a Brand identity</p> <p>Plan Brand ideas</p> <p>Promote a product</p>	<p>Summer Examination</p>