

YEAR 12 CURRICULUM MAP						YEAR 13 CURRICULUM MAP					
Autumn Term		Spring Term		Summer Term		Autumn Term		Spring Term		Summer Term	
Topic	Wk	Topic	Wk	Topic	Wk	Topic	Wk	Topic	Wk	Topic	Wk
What is entrepreneurship? + Digital Workflow	1	Research and source your product	1	FMP	1	Introduction to the £10 challenge and Understand how to make money	1	P&O cruise brief introduction	1	FMP	1
Entrepreneur Research	2	Prepare for your challenge + Pitch your challenge	2		2	Research and source your product	2	P&O cruise brief research and idea generator	2		2
Literacy for Creative Enterprise + Digital Workflow	3	Prepare for your challenge + Pitch your challenge	3		3	Prepare for your challenge	3	P&O cruise brief planning	3		3
Becoming an entrepreneur (research report)	4	Challenge LIVE!	4		4	Prepare for your challenge + Pitch your challenge	4	P&O cruise brief production	4		4
Becoming an entrepreneur (research report)	5	Reflection	5		5	Challenge LIVE!	5	P&O cruise brief pitch to client	5		5
Introduction to Social Media	6	HALF TERM			6	Challenge LIVE!	6	HALF TERM			6
Using social media to build your business	7	Branded Content	1	HALF TERM		Reflection	7	FMP	1	HALF TERM	
HALF TERM		Branded Content	2	Essay re-write	1	HALF TERM			2	LEAVE	1
		Branded Content	3	Documentary planning	2				3		2
Understanding promotional campaigns	1	FMP	4	Documentary filming	3	Wavemaker brief launch	1		4		3
Understanding Music promotional	2		5	Documentary editing	4	Weekly wavemaker sessions	2		5		4
Research Report	3		6	Documentary editing	5	Weekly wavemaker sessions	3		6		5
Planning a promotional campaign	4			Deadline and last day activities	6	Weekly wavemaker sessions	4				6
Creating promotional campaigns	5			LEAVE	7	Weekly wavemaker sessions	5		7		
Creating promotional campaigns	6					Pitch and final production	6				
Final Evaluation	7					Evaluation	7				