

## Enterprise and Marketing Curriculum Overview

KS4 only			
	Term 1	Term 2	Term 3
<b>Year 10</b>	<b>Unit R068: Design a business proposal (Coursework)</b> In this unit you will learn how to develop market research tools and use these to complete your market research. You will use your research findings to decide who your customers will be, create a design mix and produce your product design ideas. To help decide on your final design, you will gain feedback and then assess the strengths and weaknesses of your initial ideas. You will complete financial calculations to determine whether your proposal is likely to make a profit. You will use the evidence you have generated to decide whether you think that your new product is likely to be financially viable.	<b>Unit R068: Design a business proposal (Coursework)</b> In this unit you will learn how to develop market research tools and use these to complete your market research. You will use your research findings to decide who your customers will be, create a design mix and produce your product design ideas. To help decide on your final design, you will gain feedback and then assess the strengths and weaknesses of your initial ideas. You will complete financial calculations to determine whether your proposal is likely to make a profit. You will use the evidence you have generated to decide whether you think that your new product is likely to be financially viable.	<b>Unit R069: Market and pitch a business proposal (Coursework)</b> In this unit you will learn how to design a brand which will make your product stand out in the market, before creating a promotional campaign to get your brand noticed by customers. Your promotional campaign will include you choosing different methods of promotion which you think are most suitable for your target customers. You will then need to create a presentation that you will pitch to an audience. After delivering your professional pitch to an audience, you will reflect on your pitching skills, your brand, your promotional campaign and the likely success of your product. 1)
<b>Year 11</b>	<b>Unit R069: Market and pitch a business proposal (Coursework)</b> In this unit you will learn how to design a brand which will make your product stand out in the market, before creating a promotional campaign to get your brand noticed by customers. Your promotional campaign will include you choosing different methods of promotion which you think are most suitable for your target customers. You will then need to create a presentation that you will pitch to an audience. After delivering your professional pitch to an audience, you will reflect on your pitching skills, your brand, your promotional campaign and the likely success of your product.	<b>Unit R067: Enterprise and marketing concepts (Exam)</b> In this unit you will learn about the key factors to consider and activities that need to happen to operate a successful small start-up business. This unit will provide you with the knowledge and understanding of key enterprise and marketing topics. In this unit you will learn how market research gives the entrepreneur an insight into the wants and needs of its customers, so that products and services can be developed to satisfy them. It also complements other competing products and services on the market to ensure a financially viable business.	<b>Unit R067: Enterprise and marketing concepts (Exam)</b> In this unit you will learn about the key factors to consider and activities that need to happen to operate a successful small start-up business. This unit will provide you with the knowledge and understanding of key enterprise and marketing topics. In this unit you will learn how market research gives the entrepreneur an insight into the wants and needs of its customers, so that products and services can be developed to satisfy them. It also complements other competing products and services on the market to ensure a financially viable business.