

# Curriculum Rationale and Overview (Scheme level)



**Subject:** Enterprise and Marketing

**Year group:** 10

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>National Curriculum context</b>						
<b>Scheme of Learning Title:</b>	RO67: Enterprise and Marketing concepts	RO68: Design a business proposal	RO67: Enterprise and Marketing concepts	RO68: Design a business proposal	RO68: Design a business proposal	RO69: Market and pitch a business proposal
<b>Content</b> <i>What will students know?</i>	Topic area 2: Market research to target a specific customers.	Topic area 1: Market research.  Topic area 2: How to identify a customer profile.	Topic area 3: What makes a product financially viable.  Topic area 4: Creating a marketing mix to support a product.	Topic area 3: Develop a product proposal.  Topic area 4: Review whether a business proposal is financially viable.	Topic area 5: Review the likely success of the business proposal.	Topic area 1: Develop a brand identity to target a specific customer profile.
<i>What will students understand?</i>	<b>Topic area 2:</b> <ul style="list-style-type: none"> <li>The purpose of market research</li> <li>Primary research methods</li> <li>Secondary research methods</li> <li>Types of data</li> <li>Types of market segmentation</li> <li>The benefits of market</li> </ul>	<b>Topic area 1: Market research:</b> <ul style="list-style-type: none"> <li>Market research methods</li> <li>Different types of market research data</li> <li>Different sampling methods</li> <li>Methods used to review market research.</li> </ul> <b>Topic area 2: How to identify a customer profile:</b> <ul style="list-style-type: none"> <li>Different methods of</li> </ul>	<b>Topic area 3:</b> <ul style="list-style-type: none"> <li>Financial key terms</li> <li>Formulas to carry out business calculations</li> <li>The importance of cash to a business.</li> </ul> <b>Topic area 4:</b> <ul style="list-style-type: none"> <li>The marketing mix elements for a good/service</li> <li>How elements of the marketing</li> </ul>	<b>Topic area 3: Develop a product proposal:</b> <ul style="list-style-type: none"> <li>Elements of the design mix</li> <li>How to create a design for a product proposal</li> <li>How to review designs for a product proposal</li> <li>How to finalise a design after feedback.</li> </ul> <b>Topic area 4: Review whether a business proposal is financially viable:</b>	<b>Topic area 5: Review the likely success of the business proposal:</b> <ul style="list-style-type: none"> <li>The risks and challenges when launching a new product.</li> </ul>	<b>Topic area 1: Develop a brand identity to target a specific customer profile:</b> <ul style="list-style-type: none"> <li>What a brand is</li> <li>Why branding is used</li> <li>Methods of branding.</li> </ul>

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	segmentation.	market segmentation.	<p>mix work together</p> <ul style="list-style-type: none"> <li>• Types of advertising used to attract and retain customers</li> <li>• Sales promotion techniques used to attract and retain customers</li> <li>• Public relations</li> <li>• How to sell the good/service to the consumer</li> <li>• The product lifecycle</li> <li>• Extension strategies for products</li> <li>• Factors to consider when pricing a product</li> <li>• Types of pricing strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• A variety of business calculations including: revenue, costs, profit and break-even</li> <li>• Pricing strategies</li> <li>• The financial viability of a business proposal.</li> </ul>		
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<p><i>What will students be able to do?</i></p>	<p><b>Topic area 2:</b></p> <ul style="list-style-type: none"> <li>• Explain why and when entrepreneurs need to carry out market research</li> <li>• State and explain the advantages and disadvantages of primary and secondary research</li> <li>• State and explain the benefits and limitations of market research data</li> <li>• Define the types of market segmentation</li> <li>• Explain the benefits of market segmentation.</li> </ul>	<ul style="list-style-type: none"> <li>• Select appropriate market research methods for a business proposal</li> <li>• Carry out market research</li> <li>• Choose suitable methods to present market research data</li> <li>• Use suitable sampling methods</li> <li>• Analyse market research data.</li> <li>• Identify and build a customer profile based on different market segmentation techniques for a business proposal.</li> </ul>	<p><b>Topic area 3:</b></p> <ul style="list-style-type: none"> <li>• Define financial key terms</li> <li>• Calculate costs: total costs, total costs per unit, variable costs, variable cost per unit, fixed cost and fixed cost per unit</li> <li>• Calculate: revenue and profit</li> <li>• Define break-even</li> <li>• Explain the concept of break-even</li> <li>• Interpret break-even graphs</li> <li>• Calculate break-even</li> <li>• The difference between cash and profit</li> <li>• The consequences of a businesses having a lack of cash.</li> </ul> <p><b>Topic area 4:</b></p> <ul style="list-style-type: none"> <li>• Identify the 3 elements of the marketing mix</li> </ul>	<ul style="list-style-type: none"> <li>• Create a design mix for a product proposal</li> <li>• Review and finalise a product proposal</li> <li>• Carry out business calculations</li> <li>• Choose an appropriate pricing strategy for a product proposal</li> <li>• Review the financial viability of a business proposal.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify the risks and challenges when launching a new product</li> <li>• Consider how the impact of risks and challenges can be minimised/over come.</li> </ul>	<ul style="list-style-type: none"> <li>• Carry out research into brands</li> <li>• Create a brand for a business proposal.</li> <li>• Explain the objectives of a promotional campaign</li> <li>• Create a plan for a promotional campaign.</li> </ul>
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			<ul style="list-style-type: none"><li>• Explain each element of the marketing mix</li><li>• Explain how the elements of the marketing mix work together</li><li>• Identify and explain advantages and disadvantages of each type of advertising</li><li>• Identify and explain advantages and disadvantages of sales promotion techniques</li><li>• Identify and explain the benefits and limitations of public relations</li><li>• Identify and explain the advantages and disadvantages of physical and digital channels for selling a good/service</li><li>• Identify and explain the stages of the product lifecycle</li></ul>			
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			<ul style="list-style-type: none"> <li>Identify and explain advantages and disadvantages of different extension strategies</li> <li>Identify factors to consider when pricing a product</li> <li>Identify and explain the advantages and disadvantages of different pricing strategies.</li> </ul>			
<b>How will they be formally assessed?</b>	End of topic test, including: <ul style="list-style-type: none"> <li>Multiple choice</li> <li>Data response</li> <li>Short answer questions</li> <li>Extended answer questions</li> </ul>	RO68 coursework unit assessment.	End of topic test, including: <ul style="list-style-type: none"> <li>Multiple choice</li> <li>Data response</li> <li>Short answer questions</li> <li>Extended answer questions</li> </ul>	RO68 coursework unit assessment.	RO68 coursework unit assessment.	RO69 coursework assessment.
<b>Blended Learning Opportunities (yr 7 &amp; 8)</b>						
<b>Literacy/Numeracy/Personal Development</b>	New business terminology and extended writing.	New business terminology and extended writing.	New business terminology, business calculations and extended writing.	New business terminology, business calculations and extended writing.	New business terminology and extended writing.	New business terminology and extended writing.

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<b>Links to Prior learning</b>		RO67 Topic Area 2.		RO67 Topic Area 3 and 4.		
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