

Enterprise and Marketing Curriculum Overview

We aim to provide students with the knowledge of Enterprise and a clear understanding of how a business would market itself in the modern world. The sequence of learning is delivered to give students the core theoretical underpinning of key entrepreneurial concepts, while allowing time for students to develop their own ideas making enterprise relevant to themselves.

Reflective practice is at the core of the Enterprise and Marketing course, allowing critical thinking to form a large part of the student's tool kit of skills. Students will develop both personally and professionally, understanding the need to be resourceful, independent and a strong team player – preparing students for the workplace. Students will be able to use financial data to assess the viability of a business proposal, which is unique to each student.

Enterprise and Marketing will support students with their further academic study, ensuring students are equipped for careers paths such as marketing or finance and give students the key skills to be confident in starting their own business.

The learning journey in Enterprise and Marketing will be relevant, interesting, and challenging; inspiring students to take an active part in being entrepreneurial and understanding the key part entrepreneurship plays in the wider economy.

	Autumn	Spring	Summer
Year 10	TA1.1.1- Aims and research methods TA1.1.2 - Sampling Methods TA1.1.3 - Tools Creation TA1.1.3 collection TA1.2 - Collate data TA1 - Analyse TA1 - Review TA2.1 - Customer profile TA2.1 - Justify Customer profile TA3.1 - Design mix TA3.2 - Designs TA3.2 - Justify designs TA3.3.1 - Self assessment, verbal and written feedback TA3.3.2 - Alterations to designs TA3.3.2 - Reasoning	TA4.1 - Costs, profit/ loss TA4.2 - Unit prediction and pricing TA4.3 - Breakeven / evaluation TA5.1.1- Risks TA5.1.2 - Minimising risk	TA1.4.1 - Market analysis TA1.4.2 - Market analysis TA1.1 - Branding TA1.2 - Why branding is used TA1.3 - Branding methods TA- 2.1.1 - Promotional aims and KPI TA2.1.2 - Promotional campaign TA2.1.3 - How to create a promotional campaign TA3.1 - Factors to consider when planning a pitch TA3.2 - Developing and practice pitching TA3.3 - Benefits of practice pitching

Year 11

TA3.4 - Preparing, practicing for pitch
TA3.4 - Delivering pitch
TA4.1 - Review brand and promotional campaign
TA4.1 - Future recommendations
TA4.2.1 - Compare pitch to outcome
TA4.2.2 - Review personal presentation
TA1.1,2,3 - enterprise, risk and reward
TA2.1, 2, 3, 4 - market research
TA2.5,6 - Market segmentation
TA3.1 - fixed, variable and total cost
TA3.2 - revenue
TA3.3 - profit, loss and revenue
TA3.4 - Breakeven
TA3.5 - importance of cash

TA4.1 - Product, price
TA4.1 - Place and product
TA4.2 - Marketing mix
TA4.3,4 - advertising and promotion
TA4.5 - public relations
TA4.6 - Sale of goods
TA4.7, 8 - product lifecycle
TA4,9,10 pricing a product
TA5.1 - ownership
TA5.2 - Sources of capital
TA5.3 - Support for enterprise