

Westbourne Academy Curriculum Planning Document Subject: Enterprise: Year 10

| Timescale Unit Title | Autumn | | Spring | | Summer | |
|--|---|--|---|---|--|---|
| | RO68 (TA2): Design a business proposal RO67(TA1): Enterprise and Marketing concepts | RO68 (TA2): Design a business proposal | RO67(TA3): Enterprise and Marketing concepts RO68 (TA4): Design a business proposal | RO68 (TA5): Design a business proposal | RO67(TA3): Enterprise and Marketing concepts RO69 (TA1) Market and pitch a business proposal | RO67(TA4): Enterprise and Marketing concepts RO69 (TA2) Market and pitch a business proposal |
| RO67(TA3): Enterprise and Marketing concepts | | | | | | |
| | 1. Market Research 2. Market data 3. Market segmentation 4. Sampling methods 5. Using research tools 6. Review market research | 1. Identify a customer profile 2. Create a design mix 3. Produce a design for a new product 4. Review and finalise final design | 1. Calculating revenue 2. Calculating costs 3. Breakeven 4. Importance of cash 5. Selecting a pricing strategy 6. Financial viability | Risks and challenges NEA assessment | Marketing mix Promotion Branding Why branding goes wrong Opportunities and threats | Public relations, Advertising medium product lifecycle pricing strategies promotional plan Promotional materials |
| Risks and challenges 2. | Research aims, primary/secondary research, qualitative, quantitative, cluster, convenience, random quota, surveys, focus groups, consumer trials, test marketing, data collection sheets, spreadsheets, government statistics | market segmentation, design mix, function, aesthetics, economic manufacture, creative techniques, brain shifter, mind map, mood board, | Variable costs, fixed costs, total costs, selling price, Revenue, breakeven, profit per unit, total profit, competitive pricing, price penetration, price skimming, psychological pricing | External factors, political, economic conditions, Social trends, technological forces, legal issues, copyright, patenting, environmental, ethical | Marketing mix, brand personality, brand identity, brand image, adding value, differentiation, logo, strapline, characters, celebrity endorsement, SWOT analysis, PEST analysis | Promotional campaign, Gantt chart, non digital, advertising, digital advertising, podcast, vlogs, blog, BOGOF, sponsorship, point of sale, product placement, celebrity endorsements, press release, physical stores, digital stores, product lifecycle, extension strategies |
| Assessment (methods to assess) | SMHW quizzes. Peer and self-assessment Written assessment- teacher assessed- verbal feedback | SMHW quizzes. Peer and self-assessment Written assessment- teacher assessed - written feedback | SMHW quizzes. Peer and self-assessment Written assessment- teacher assessed - verbal feedback | Summative assessment RO68 | SMHW quizzes. Peer and self-assessment Written assessment- teacher assessed - verbal feedback | SMHW quizzes. Peer and self-assessment Written assessment- teacher assessed - verbal feedback |
| Links to other units in KS4. | There are 3 components which are all inter linked RO67, RO68 and RO67 | There are 3 components which are all inter linked RO67, RO68 and RO67 | There are 3 components which are all inter linked RO67, RO68 and RO67 | There are 3 components which are all inter linked RO67, RO68 and RO67 | There are 3 components which are all inter linked RO67, RO68 and RO67 | There are 3 components which are all inter linked RO67, RO68 and RO67 |