

Curriculum Map - Subject Year Group 10 Business: Enterprise and Marketing

Dates	Autumn Term 1 (Sept 6-15th Oct)	Autumn Term 2(1st Nov- 17th Dec)	Spring Term 1(4th Jan - 11th Feb)	Spring Term 2 (21st Feb - 1st Apr)	Summer Term 1(19th April - 27th May)	Summer Term 2(6th June - 22nd July)
Teaching hours	18 lessons	18 lessons	18 lessons	18hrs lessons	18 lessons	21 lessons
Link to prior knowledge	Prior knowledge: Knowledge of entrepreneurs and businesses	Prior knowledge: How market research is used to inform decisions(includes how to identify a customer profile))	Prior knowledge: segmentation / identifying customer profile	Prior knowledge: Design mix - its connection to branding / benefits of an effective design mix	Prior knowledge: Revenue costs and profits/ Market research/ segmentation and customer profiles	Prior knowledge: branding /promotional mix, customer profile
Focus	R068: Design a Business proposal Topic Area 1: Market research Topic Area 2: How to identify a customer profile	R068: Design a Business proposal Topic Area 3: Develop a product proposal Topic Area 4: Review whether a business proposal is financially viable	R068: Design a Business proposal Topic Area 5: Review the likely success of the business proposal	R069: Market and pitch a business proposal Topic Area 1: Develop a brand identity to target a specific customer profile	R069: Market and pitch a business proposal Topic Area 2: Create a promotional campaign for a brand and product	R069: Market and pitch a business proposal Topic Area 3: Plan and pitch a proposal 4.1 Review a brand using a range of sources
Key Knowledge	<p>1.1 : Characteristics of successful entrepreneurs</p> <p>1.2: Potential rewards for risk taking</p> <p>1.3: Potential drawbacks for risk taking</p> <p>2.1 : The purpose of market research</p> <p>2.2 : Primary market research methods</p> <p>2.3: Secondary market research sources</p>	<p>2.4: Types of data</p> <p>2.5 : Types of market segmentation</p> <p>2.6: The benefits of market segmentation to a business</p> <p>3.1: Cost of producing the product</p> <p>3.2: Revenue generated by sales of the product</p> <p>3.3 : Profit/loss</p> <p>3.4: How to use the formula for break-even as an aid to decision making</p>	<p>3.1 : Create a design mix for a new product</p> <p>3.2 : Produce designs for a new product</p> <p>5.1.1: Identify the risks and challenges when launching a new product</p> <p>5.1.2: How the impact of risks and challenges can be minimised/overcome</p>	<p>1.1 What is a brand?</p> <p>1.2 Why branding is used</p> <p>1.3 Branding Methods</p> <p>1.4 Produce a competitor analysis</p>	<p>2.1.1. Explain the objectives of a promotional campaign</p> <p>2.1.2 Create a plan for a promotional campaign</p> <p>2.1.3 How to create appropriate promotional materials</p>	<p>3.1 Considerations when planning a professional pitch</p> <p>3.2 Use and development of personal and presentation skills</p> <p>3.3 Benefits of using a practice pitch</p> <p>4.1 Review a brand using a range of sources</p>