



Curriculum Intent

Subject: Marketing and Enterprise Year 10

	What	Crucial Knowledge	Why?
Term 1-1	<p>R068 Coursework – Design a business proposal</p> <p>Topic Area 1 (Carry out market research to aid decisions relating to a business proposal)</p> <p>Topic Area 2 (Identify potential customers and build a customer profile based on market research findings)</p>	<p>Market segmentation is the dividing of a market for a product or service into sections or segments in order to target particular customers.</p> <p>Market research is the actions of a business to gather information about customers' need and wants. It is made up of:</p> <ul style="list-style-type: none"> • Primary (Field) Research – The gathering of data and information that has not been collected before. • Secondary (Desk) Research – The gathering of data and information that has already been collected before • Quantitative v Qualitative Data <p>A customer profile is used to build a picture of likely customers. It might include details of where they live, occupation, income, age and what they are likely to buy.</p> <p>Sampling is a method of selecting consumers in order to gain their opinions on a product or service. Types of sampling include random, cluster, quota and convenience.</p> <p>A customer profile is used to build a picture of likely customers. It might include details of where they live, occupation, income, age and what they are likely to buy.</p>	<p>Pupils use the knowledge they gained in Topic Area 2 (studies in Year 9).</p> <p>Pupils are able to consider how a business ensures that the product and/or service it offers meet the needs and wants of its customers.</p> <p>Pupils are also able to consider how a business splits up its customers into smaller groups, often referred to as segments, and how it is able to find out what its customers need and want</p> <p>The market research will also assist in recognising potential target customers</p>



Term 1-2	<p>R068 Coursework – Design a business proposal</p> <p>Topic Area 3 (Create a design mix for a new product)</p>	<p>The key elements of the design mix are:</p> <ul style="list-style-type: none"> • Function • Aesthetics • Economic manufacture <p>Creative techniques may include:</p> <ul style="list-style-type: none"> • Brain shifter • Mind map • Mood board • Sketches/drawings <p>In order to review and finalise designs of a product there needs to be a period of self-assessment and feedback from others needs to be taken on board</p>	<p>Pupils are aware of the components of the design mix to enable them to design their own product</p> <p>They are also made aware of creative techniques that assist them with their design</p> <p>Pupils are given the skills to finalise and modify the design of their product.</p>
Term 2-1	<p>R068 Coursework – Design a business proposal</p> <p>Topic Area 4 (Review whether a business proposal is financially viable)</p>	<ul style="list-style-type: none"> - Fixed Costs remain unchanged when the output of a business changes - Variable Costs vary directly with (and are dependent on) the level of output. - Total Costs are found by adding together Fixed and Variable Costs <p>Sales Revenue is the money a business earns from selling goods or services</p> <p>The amount of sales needed to break-even are:</p> <p><u>Fixed Costs</u> Selling price per unit minus Variable Cost per unit</p>	<p>Pupils implement the financial they have learnt to see if their product is financially viable.</p>
Term 2-2	<p>R068 Coursework – Design a business proposal</p> <p>Topic Area 5 (Review the likely success of the business proposal)</p>	<p>The risks and challenges when launching a new product – Area to consider:</p> <ul style="list-style-type: none"> - Impact of external factors - Competitors - Lack of business experience - Making a loss - Overestimating/underestimating consumer demand - Overspending on a budget <p>How the impact of risks and challenges can be minimised/overcome</p> <ul style="list-style-type: none"> - Use of experienced advisors 	<p>Pupils are made aware of factors outside their control that can affect the viability of their business.</p> <p>There are made aware of strategies that are used to overcome problems within businesses</p>



	<p>R067 (Exam)</p> <p>Characteristics, risk and reward for enterprise (Topic area 1)</p>	<ul style="list-style-type: none"> - Contingency planning - Detailed research - Attending training courses <p>The characteristics of successful entrepreneurs are: creativity, innovation, risk-taking, communication, negotiation, confidence and determination</p> <p>The potential rewards for risk-taking are: financial, independence, self-satisfaction and making a difference/change</p> <p>The potential drawbacks for risk-taking are: financial, health/well-being, work-life balance, personal relationships</p>	<p>Pupils consider the skills needed to become a successful entrepreneur.</p> <p>Pupils actively consider the pros and cons of life as an entrepreneur</p>
Term 3-1	<p>R067 (Exam)</p> <p>Appropriate forms of ownership for business start-ups (Topic area 5)</p>	<p>Different forms of ownership of a business include:</p> <ul style="list-style-type: none"> - Sole trader - Partnerships (including Limited Liability Partnerships) - Private Limited Companies (Ltd's) - Franchise <p>Limited liability means the business owners' liability for debts is restricted to the amount they put into the business.</p> <p>With unlimited liability, the business owner is personally responsible for any loss the business makes.</p>	<p>Pupils are made aware of the different forms of ownership, the advantages and disadvantages of each as well as the legal implications of each form of ownership</p>
Term 3-2	<p>R069 Coursework -Market and Pitch a Business Proposal</p> <p>Topic Area 1 – Develop a brand identity to target a specific customer profile</p>	<p>What is a brand? (Personality, Identity, Image)</p> <p>Why is branding used? (trust, brand recognition, product image, differentiation, adding value, customer loyalty)</p> <p>What are the key factors when researching competing brands? (Strengths, Weaknesses, Unique Selling Point, How the product proposal differs to those brands)</p>	<p>An understanding of the importance of branding is developed in order for pupils to successfully market and pitch their product</p>