



Curriculum Intent

Subject: Marketing and Enterprise Year 11

	What	Why?
Term 1-1	<p>Recap LO1 to LO3 and improve R065 Coursework</p> <p>R064 LO 1 to 3 Recap (Preparing for Jan entry)</p> <p><u>LO 1 Understand how to target a market</u></p> <p><u>LO 2 Understand what makes a product or service financially viable</u></p> <p><u>LO 3 Understand product development</u></p>	<p>R064 exam will be in January. We will prepare for this along with improving coursework</p> <p>Pupils can 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 can find out what its customers need and want</p> <p>This will enable pupils to understand the different types of costs that are incurred when producing a product or service.</p>
Term 1-2	<p>Recap LO4 to LO6</p> <p>Work to improve R065 Coursework</p> <p><i>Pupils visit Man. United</i></p> <p><u>LO 4 Understand how to attract and retain customers</u></p> <p><u>LO 4 Understand how to attract and retain customers</u></p> <p><u>LO 5 - Understand factors for consideration when starting up a business</u></p>	<p>A trip during Careers Week will focus on marketing at Man United. This will assist in the answering of the 8-mark 'marketing' exam questions</p> <p>Pupils can consider the factors involved in pricing a product to attract and retain customers.</p> <p>Pupils can consider the appropriateness of different pricing strategies.</p> <p>Pupils can consider how businesses attract and retain their customers.</p> <p>Pupils consider the important factors when setting up a new business. Pupils will also consider the different forms of business ownership, how these can be financed and why a business plan is vital when setting up a new business</p>



	<u>LO 6 - Understand different functional activities needed to support a business start-up</u>	Pupils are able to identify and review the different departments and functional areas of a business. Pupils also gain an overview of what each functional area does within a business.
Term 2-1	R064 exam sat in January. Pupils make one more attempt to improve R065 R064 LO 1 to 3 Recap	An opportunity to finalise coursework Pupils can consider how a business ensures that the product and/or service it offers meet the needs and wants of its customers. Pupils are also able to consider how a business splits up its customers into smaller groups, often referred to as segments, and how it can find out what its customers need and want This will enable pupils to understand the different types of costs that are incurred when producing a product or service. Pupils can consider how businesses develop their products. Pupils also get to understand that each product has a unique lifecycle.
Term 2-2	Some pupils prepare to re-sit R064 exam in June R064 LO 4 to 6 Recap	Pupils that underperform on the January entry revisit all Learning Objectives prior to a June entry
Term 3-1	Some pupils prepare to re-sit R064 exam in June	Pupils that underperform on the January entry revisit all Learning Objectives prior to a June entry
Term 3-2		