

| Enterprise Big Ideas | Y10a | Y10b | Y11 |
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| Marketing Research for Decision-Making | Students will understand the concepts of segmentation and sampling and investigate the different types of primary and secondary market research and their advantages and disadvantages. | Students will understand the importance of researching competitors and how this could be done. | Students will use their knowledge of market research methods to design, collect and analyse a range of primary data to evaluate their brand's promotional campaign and professional pitch. |
| Financial Analysis | Students will understand financial terms and concepts such as revenue, fixed costs, variable costs, profit, break-even and cash in order to assess the financial viability of a project. | Students will consider the cost implications in relation to a business's promotional materials. | Students will understand, and be able to apply, the different sources of capital available to businesses. |
| Marketing a Product | Students will investigate the design mix of a product including USP and the features that make products desirable. Students will understand a range of pricing strategies and how segmentation may influence the price set. | Students will understand the 4P's of the marketing mix and key models such as the product life cycle. They will understand how the elements of the marketing mix work together to create a brand image. | Students will further develop knowledge of the marketing mix, specifically promotional techniques, to review their promotional campaign. |
| Internal and External Influences | Students will need to consider the factors that may influence the methods of market research used and the pricing strategies used by businesses. | Students will understand the risks and challenges businesses face when launching new products, and how to overcome these challenges. They will investigate the influence of competitors and the opportunities and threats posed by the external environment. | Students will understand the entrepreneurial characteristics required to set up and succeed in business. They will investigate the different forms of ownership structure and understand the different areas of support for businesses. |
| Developing Enterprise Skills | Students will select appropriate market research methods then design and collect a range of primary and secondary data to help make decisions. They will apply appropriate sampling methods to collect the data. | Students will create a plan for a promotional campaign, using research methods to develop ideas. They will also design sample promotional materials using appropriate techniques and ICT. | Students will plan and deliver a professional pitch to an audience before carrying out self-evaluation using their choice of research techniques. |