



SUBJECT	<b>Enterprise and Marketing</b>		YEAR	<b>10 &amp; 11</b>
<p><b>Why do we study Enterprise and Marketing?</b></p> <p>The Enterprise and Marketing curriculum provides students with the knowledge to become Entrepreneurs of the future. This will allow students to understand how to finance, market and launch a new product (to a/in a) market.</p>				
What you have learned before	What you will learn this year	Where you can read more		
Enterprise and Marketing Concepts				
No initial knowledge required.	<p>Topic Area 1: Characteristics, risk and reward for enterprise</p> <p>Topic Area 2: Market research to target a specific customer</p> <p>Topic Area 3: What makes a product financially viable</p> <p>Topic Area 4: Creating a marketing mix to support a product</p> <p>Topic Area 5: Factors to consider when starting up and running an enterprise</p>	<p>BBC Bitesize – Market Research WATCH - <a href="#">How do focus groups work? - Hector Lanz - YouTube</a></p> <p>RESEARCH – ONS Website WATCH - <a href="#">BBC - Bitesize Business, Advertising</a></p> <p>WATCH - <a href="#">What is Revenue? - YouTube</a></p> <p>BBC Bitesize – Breakeven WATCH - <a href="#">Marketing Mix 4P's Activity with Video   Teaching Resources (tes.com)</a></p>		
Design a Business Proposal				
<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>Topic Area 1: Market research</p> <p>Topic Area 2: How to identify a customer profile</p> <p>Topic Area 3: Develop a product proposal</p> <p>Topic Area 4: Review whether a business proposal is financially viable</p> <p>Topic Area 5: Review the likely success of the business proposal</p>	<p>READ - <a href="#">Primary Vs. Secondary Research - GeoPoll</a></p> <p>WATCH - <a href="#">Market Research: the Difference Between Primary and Secondary Sources - YouTube</a></p> <p>WATCH - <a href="#">Quantitative and Qualitative Marketing Research - YouTube</a></p> <p>READ - <a href="#">Sampling Methods   Types, Techniques &amp; Examples (scribbr.com)</a></p> <p>READ - <a href="#">What are sampling methods and how do you choose the best one? - Students 4 Best Evidence (cochrane.org)</a></p>		
Market and Pitch a Business Proposal				
<p>4.1 The marketing mix elements for a good/service</p> <p>4.2 How the elements of the marketing mix work together</p> <p>4.3 Types of advertising medium used to attract and retain customers and the appropriateness of each</p> <p>4.4 Sales promotion techniques used to attract and retain customers and the appropriateness of each</p> <p>4.5 Public relations</p> <p>4.6 How to sell the good/service to the consumer</p> <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>Topic Area 1: Develop a brand identity to target a specific customer profile</p> <p>Topic Area 2: Create a promotional campaign for a brand and product</p> <p>Topic Area 3: Plan and pitch a proposal</p> <p>Topic Area 4: Review a brand proposal, promotional campaign and professional pitch</p>	<p>READ - <a href="#">Memorable or Forgettable? What Your Brand Personality Says About You (fabrikbrands.com)</a></p> <p>READ - <a href="#">Not As Awful As We Like To Believe Part 1: The Skoda Estelle (greatdrivingdays.co.uk)</a></p> <p>READ - <a href="#">Hidden meaning of 11 world's most famous logos   The Economic Times (indiatimes.com)</a></p> <p>READ - <a href="#">The Effect of Celebrities in Advertisements (chron.com)</a></p> <p>READ - <a href="#">Why Dove's Real Beauty Campaign Was So Successful (liveoakcommunications.com)</a></p> <p>READ - <a href="#">How to Prepare a Winning Business Pitch   Proofed's Writing Tips</a></p>		