

Curriculum Overview: ENTERPRISE & MARKETING

Term	WB	Y10	Y11	
Autumn 1 (7.5 weeks)	3rd Sept	R067 (TA2) Market Research	Topic Area 1: Develop a brand identity to target a specific customer profile	
	8th Sept			
	15th Sept			
	22nd Sept			
	29th Sept	Non examined assessment (NEA) 30% of final qualification Unit R068: Design a business proposal Topic Area 1: Market research	Topic Area 2: Create a promotional campaign for a brand and product	
	6th Oct			
	13th Oct			
	20 th Oct			
Autumn 2 (7 weeks)	3rd Nov	Topic Area 2: How to identify a customer profile	Mock Exams	
	10th Nov			
	17th Nov	Topic Area 3: Develop a product proposal	Topic Area 3: Plan and pitch a proposal	
	24th Nov			
	1st Dec			
	8th Dec			
	15th Dec			
	5th Jan			Topic Area 4: Review whether a business proposal is financially viable
12th Jan				
19th Jan				
26th Jan				
Spring 1 (6 weeks)	2nd Feb	Topic Area 4: Review whether a business proposal is financially viable	Mock Exams	
	9th Feb			
	23rd Feb			
	2nd Mar			
	Spring 2 (5 weeks)	9th Mar	Topic Area 5: Review the likely success of the business proposal Unit R068: Design a business proposal submission deadline	R067 Enterprise and marketing concepts
		16th Mar		
		23rd Mar		
		13 th Apr		
20th Apr				
27th April				
4th May				
11th May				
18th May	REVISION			
Summer 1 (6 weeks)	1st Jun	MOCK EXAMS / REVISION	GCSE EXAMS / REVISION	
	8th Jun			
	15th Jun	Unit R069: Market and pitch a business proposal Topic Area 1: Develop a brand identity to target a specific customer profile		
	22nd Jun			
	29th Jun			
	6th Jul			
	13th Jul			