

Subject Overview Enterprise & Marketing – Year 10

In Year 10, you'll dive into the world of enterprise and marketing. You'll discover how market research helps businesses understand customer needs and develop products and services that stand out. You'll also learn about the marketing mix (product, price, place, promotion) and how to blend these elements effectively for business success. The course also covers different types of business ownership, sources of funding, and where to find support for entrepreneurs.

	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Knowledge & Skills	Unit R067 Enterprise and marketing concepts (8 Lessons) 2.1: Purpose of market research 2.2 Primary market research methods 2.4 Types of data 2.5 Types of market research 4.1 The marketing mix 4.2 How the marketing mix works together Unit R068 NEA Assesment Assessment 1 • Types of market research • Primary market research methods • Types of data • The marketing mix	Unit R067 Enterprise and marketing concepts (8 Lessons) 4.3 Types of advertising medium 4.4 Sales promotion techniques 4.5 Public relations techniques 4.6 How to sell the good/service to consumers Unit R068 NEA Assesment	Unit R067 Enterprise and marketing concepts (6 Lessons) 4.7 The product life cycle 4.8 Extension strategies 4.9 Factors affecting the price 4.10 Pricing strategies Unit R068 NEA Assesment Assessment 2 • Types of market research • Primary market research methods • Types of data • The marketing mix • Types of advertising medium • The product life cycle • Extension strategies • Pricing strategies	Unit R067 Enterprise and marketing concepts (6 Lessons) 3.1 Costs 3.2 Revenue 3.3 Profit (loss) 3.4 Break even 3.5 importance of cash Unit R068 NEA Assesment	Unit R068 NEA Assesment (8 Lessons)	Unit R067 Enterprise and marketing concepts (7 Lessons) 1.1 Characteristics of successful entrepreneurs 1.2 Potential rewards for risk taking 1.3 Potential drawbacks for risk taking 5.1 Forms of Ownership 5.2 Sources of Capital 5.3 Support for Enterprise Unit R069 NEA Assesment
	See next page for “Beyond The Curriculum”					

Beyond The Curriculum	Places to visit Museum of Science and Industry (MOSI). Websites to explore www.young-enterprise.org.uk Wider reading / periodicals "The Lean Startup" by Eric Ries:	Places to visit Leeds City Centre Websites to explore business.open.ac.uk/open-business-creators periodicals "This Is Marketing: You Can't Be Seen Until You Learn to See" by Seth Godin	Places to visit Yorkshire Dales or Lake District market towns Websites to explore www.bbc.co.uk/news/business Wider reading / periodicals "Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones" by James Clear	Places to visit University Business Schools: Many universities in the North (e.g., Manchester, Leeds, Sheffield, Durham, Liverpool) Websites to explore blog.hubspot.com Wider reading / periodicals "Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World" by Gary Vaynerchuk	Places to visit Football Stadium Tours (e.g., Manchester United, Liverpool FC, Manchester City) Websites to explore www.marketingweek.com Wider reading / periodicals "The Small Business Handbook" (various publishers, e.g., Lawpack)	Places to visit Blackpool Pleasure Beach Websites to explore www.gov.uk/government/organisations/companies-house Wider reading / periodicals "Zero to One: Notes on Startups, or How to Build the Future" by Peter Thiel
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