

Enterprise & Marketing Overview – Year 11

Building on previous units, Year 11 focuses on applying your knowledge to develop and market a business proposal. You'll learn to create and utilise market research tools, using your findings to define your target customer and inform your product design. You'll refine your ideas through feedback and self-assessment, and conduct financial calculations to assess viability. This unit culminates in a comprehensive business proposal, equipping you with essential entrepreneurial skills like creativity, research, evaluation, and pitching, which are directly applicable to Unit R069.

	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Knowledge & Skills	Unit R069 NEA Assessment (8 Lessons)	Unit R069 NEA Assessment (8 Lessons)	Unit R069 NEA Assessment (6 Lessons)	Unit R069 NEA Assessment & Revision (7 Lessons)	Unit R067 Enterprise and marketing concepts & Revision (7 Lessons)	
	Assessment 1 - 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 - Finance	Unit R067 Enterprise and marketing concepts (8 Lessons) 4.7 The product life cycle 4.8 Extension strategies 4.9 Factors affecting the price 4.10 Pricing strategies 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 - Finance	Unit R067 Enterprise and marketing concepts & Revision (6 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 Assessment 3 - 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 - Finance	Unit R067 Enterprise and marketing concepts & Revision (7 Lessons) 3.1 Costs 3.2 Revenue 3.3 Profit (loss) 3.4 Break even 3.5 importance of cash	Unit R069 NEA Assessment & Revision Submission	
						See next page for "Beyond The Curriculum"

Beyond The Curriculum	Places to visit Beamish, The Living Museum of the North, County Durham Websites to explore www.businessed.co.uk/cambridge-national-enterprise-and-marketing-2022 Wider reading / periodicals "Contagious: Why Things Catch On" by Jonah Berger:	Places to visit National Coal Mining Museum for England, Wakefield, Yorkshire Websites to explore www.britishchambers.org.uk Wider reading / periodicals "The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It" by Michael E. Gerber	Places to visit Ironbridge Gorge Museums, Shropshire (though slightly South of the "North" but a key industrial heritage site): Websites to explore grow.google/intl/uk/courses-and-tools/ Wider reading / periodicals "Rich Dad Poor Dad" by Robert T. Kiyosaki	Places to visit Independent Shops and Markets (e.g., Northern Quarter, Manchester; Bold Street, Liverpool; Shambles, York) Websites to explore www.young-enterprise.org.uk/ Wider reading / periodicals "How to Win Friends and Influence People" by Dale Carnegie	Places to visit Yorkshire Wildlife Park: Websites to explore www.theguardian.com/business: Wider reading / periodicals "The New Rules of Marketing and PR" by David Meerman Scott	
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