Watling Academy - Enterprise and Marketing- Learning Journey

A-Level

R067: Examination -final opportunity

Coursework submission & Revision techniques on Enterprise & Marketing concepts

R067: Exam revision – topic areas 1,2,3,4,5 R068: Resubmission opportunity*
1 R069: Resubmission opportunity*

GCSE Year 11

- Exam technique
- Revision of key concepts
- Summarising key studies
- Linking together and evaluating key theories

GCSE Year 11

Plan & Pitch a proposal

R069 (TA3): Consideration when planning professional pitch R067 (TA4): Marketing mix; advertising medium; promotion R067 (TA4): PR; selling; product lifecycle; pricing strategies* R069: NEA Assessment (working on) R069: NEA Assessment (submit for moderation)*

KS4 Year 10

Develop brand Identity

R068: NEA Assessment (submit for moderation)* R069 (TA1): Branding; opportunities and

Create promotional campaign for brand & product

R069 (TA2): Promotional plan and materials Integrate Digital marketing

KS4 Year 10

Develop a product proposal & review whether financially viable

R067 (TA3): Cost, revenue, profit and loss; break-even; cash* R067 (TA5): Ownership; capital; support Incorporate 2 min pitch on finance. R068 (TA4): Financial viability

Review likely success of business proposal

Business proposal R068 (TA5): risks and challenges R068: NEA Assessment (working on)

TRANSFIBLE SKILLS

Character: Planning and creative thinking **STEM:** Verbal Digital communication
Presentation **MK:** Research & Analyse of local business **Sustainability:** New Business Start-ups

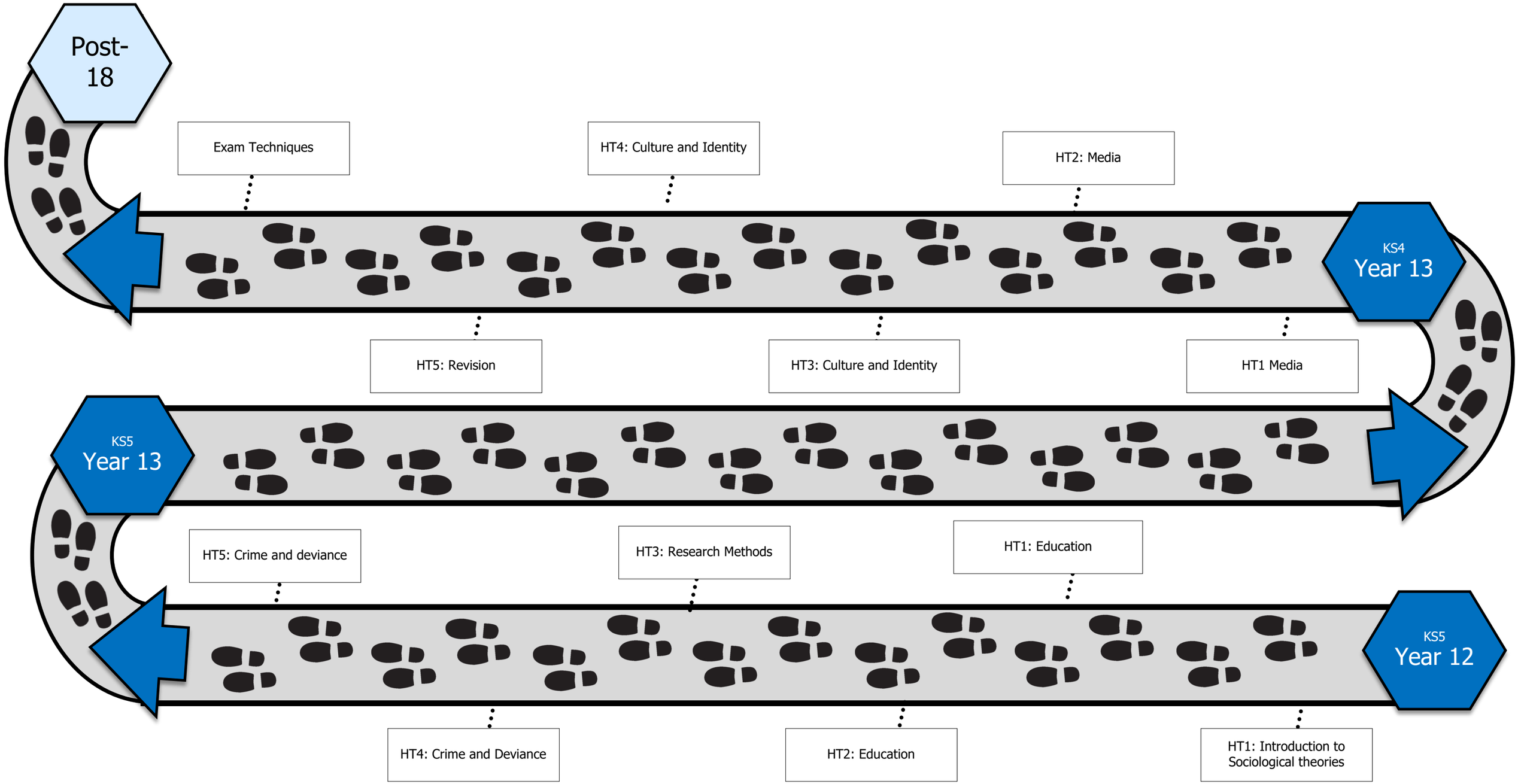
KS4 Year 10

To identify Customer profile

R068 (TA2): Identify customer profile R068 (TA3): Create a design mix; Review and finalise design

Introduction to Enterprise & Marketing

R067 (TA1): Entrepreneurial characteristics; risk and reward R067 (TA2): Market research data; market segmentation R068 (TA1): Market research; sampling methods; Using research tools; Review market research

UNITS: R067 Enterprise and marketing concepts (external exam)
R068 Design a business proposal
R069 Market and pitch a business proposal

Watling Academy - Sociology- Learning Journey