

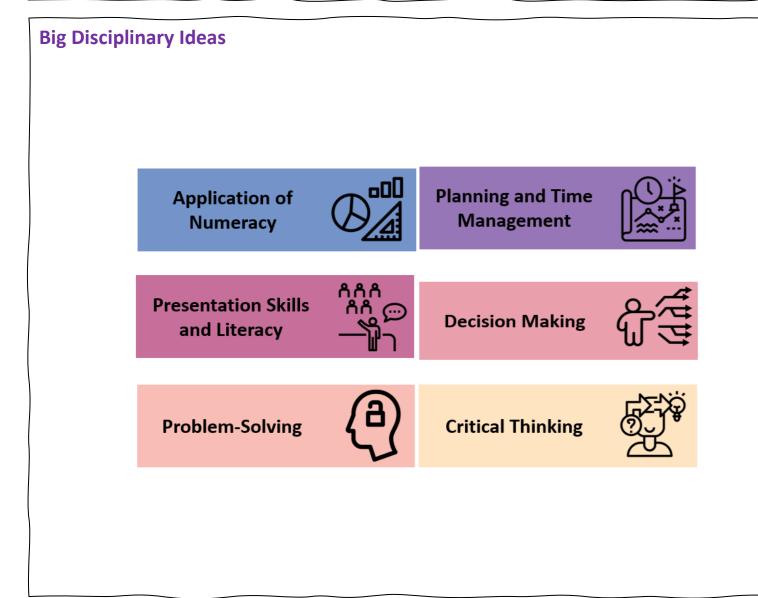
# **Prince William School**

**Enterprise and Marketing Curriculum Overview** 



### Why Teach Enterprise and Marketing?

- **1.** Combines the essentials of business but with marketing as the key functional area.
- 2. High employment opportunities in the local and national job market within marketing.
- 3. Skills in terms of research, project management, design, quantitative and qualitative data, and pitching and presenting.
- 4. Ability to apply theory to financial data and a design brief and from this constructing market research, product design, branding and promotion.





# **Learning for Life**

### **Employability Skills**

This course builds skills such as collaboration, communication, creativity, critical thinking, and resilience. Additionally, this subject develops numeracy and literacy, presentation skills, and the ability to analyse and evaluate.

### Linking the curriculum to careers

Careers in sales and marketing, finance, business ownership, and product research and design.

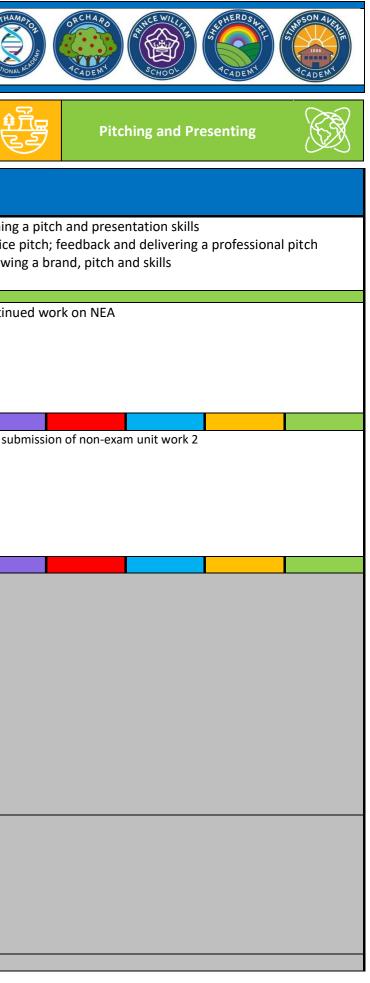
### **Encounters with employers**

Assessing business competition, use of the local community and economy for market research, customer profiling and presenting to an external audience.

## **Examples of gualification pathways**

AT KS5 this course will lead to Business or Economics A level, complement Product Design A level or other level 3 business and enterprise courses.

	Enterprise and	<b>Prince William School</b> Marketing Curriculum Map – To	pics by Term	East Midlands Academy Trust	A CONTRACTOR
	Market Research and	Product Design	ial Analysis	Branding and Promotion	
	Year 10 exam unit	Year 10 non exam unit	Year 1	1 Exam unit	
Autumn 1		Research skills: Different entrepreneurs, value added examples and extension strategies Market research, including sampling techniques			Planning Practice Reviewi
Autumn 2	Review market research	Collecting market research, practice assignment Constructing a customer profile based on collected market research, practice assignment	Entrepreneurial characteristi	ics; risk and reward.	Continu
Spring 1	0	Collecting market research, actual assignment Constructing a customer profile based on collected market research, actual assignment Construct a design mix, actual assignment		ources of capital and business support le, profit and loss, break-even analysis	Final su
Suring 2		Financial viability of a business proposal, actual assignment Review the likely success of a business proposal, actual assignment		arket data and market segmentation. rtising, promotion, PR, selling, product	
Summer 1		Final submission of non -exam unit work 1 Branding opportunities and threats	Revision for exam unit		
Summer 2		Promotional plan and materials	Exam revision and taking the fina	al exam. (Date dependant)	





Year 10 exam unit	Year 10 non exam unit	Year 11 exam unit	
Understand aims and principles of market research. Understand market research methods and uses. Understand the meaning of market segmentation and its benefits and uses to a business. Define and use examples to explain the marketing mix. Apply and evaluate promotional techniques.	Create appropriate market research aims. Select and justify a method of sampling. Create and use market research tools. Present, review and analyse market research findings. Use market research findings to aid and inform decision making	Identify the characteristics of an entrepreneur. Examples of successful entrepreneurs The risks and rewards from being an entrepreneur	Research compet Produce a SWOT Use of market re
Identify the stages of a life cycle of a product Understand and interpret a product life cycle diagram Understand methods used to expand a product range. Understand and apply methods used to extend a products life cycle.	Use a design mix and creative techniques within designs. Describe how designs link to market research. Assess designs verbally and non verbally. Modify and justify design decisions.		Evaluation of pro
Calculate costs, revenue and profit/loss Classify different types of costs and provide examples Calculate and understand a breakeven point Construct and interpret a break even chart Understand the importance of cash and cash flow forecasting.	Identify and calculate relevant costs Predict and justify number of sales. Select and justify a pricing strategy Calculate total revenue and profit Apply break even formula and explain the results. Analyse the impact of changes in price on break even. Fully evaluate the financial viability of a proposal	Identify and give examples of internal and external sources of finance. Understand advantages and disadvantages of different sources of finance. Types of business ownership.	Use of financial o
Understand methods of branding Understand and give examples of different promotional methods. Understand factors that affect pricing strategies. Classify and apply pricing strategies.	Review the likely success of a business proposal		Development of Consider factors Justify combinati Design and creat Justify choice and Produce a time fi evaluation of pro
	Use of persuasive techniques during market research		Plan a product pi Rehearse the pito Use feedback to Pitch to a group o Respond to ques Evaluate pitch an

### Year 11 non exam unit

etition and the external environment T analysis on a product idea. research to evaluate product proposal

#### roduct proposal

l data and analysis in evaluation of product proposal

### of a brand for a product proposal

- rs in the development of a brand personality.
- tion of branding methods
- ate a promotional campaign for a product proposal.
- ind use of promotional materials.
- frame for campaign implementation.
- roduct proposal
- pitch to include visual aids and a presentation.
- itch with peers.
- o demonstrate changes in a product pitch.
- o of adults
- estions from an audience
- and pitching skills



# Prince William School Enterprise and Marketing Curriculum Map – Disciplinary Knowledge Progression



nalysing data to complete a competitor analysis. esearch and analyse promotional materials costs, revenue, total revenue, profit , break-even formula, contribution, margin of safe ta collection sheets, collating data, table, tally chart, line graph, bar chart, table of figu ming, price penetration, loss leader. ance, loan. Inflation, tax, unemployment. predictions. Competitor analysis. anning the design of a product anning the pitch ninking about a promotional plan anning promotional materials required anaging time entifying resources	res, line of best fit, tren Quantitative and qua
ta collection sheets, collating data, table, tally chart, line graph, bar chart, table of figuring, price penetration, loss leader. ance, loan. Inflation, tax, unemployment. predictions. Competitor analysis. anning the design of a product anning the pitch ninking about a promotional plan anning promotional materials required anaging time	res, line of best fit, tren Quantitative and qua
anning the pitch ninking about a promotional plan anning promotional materials required anaging time	Quantitative and qual Completion of question
rmination, financial rewards, independence, self-satisfaction.	
tching their product esent to an audience within a set timeframe and produce appropriate visual aids. terpretation of command words	Present information c Interpretation of com
ut, visual aids, formal and informal language, persuasive, verbal prompts, venue	, time management,
ecide on a promotional method for a campaign. oduce promotional materials. an pitch	Select and justify a pro
al assessment, written assessment, online feedback, SWOT analysis	
oduce a competitor analysis. se peer feedback to assess and improve pitch	Strategic methodolog Using case study infor
ata and calculations, research, design of research methods, selection	of presentation to
esearch, gather, visualise and analyse information. eflect and make decisions. stify promotional methods used valuate brand proposal, promotional campaign and pitch.	Application of case stu Justification of promo
tte ecconaria al al al al al al al al al al al al al	ching their product isent to an audience within a set timeframe and produce appropriate visual aids. erpretation of command words t, visual aids, formal and informal language, persuasive, verbal prompts, venue cide on a promotional method for a campaign. iduce promotional materials. n pitch I assessment, written assessment, online feedback, SWOT analysis iduce a competitor analysis. e peer feedback to assess and improve pitch ita and calculations, research, design of research methods, selection search, gather, visualise and analyse information. ilect and make decisions. tify promotional methods used

#### Exam Unit

erpretation of revenue, costs and profit

erpretation of break even

ricing strategies

analysis of sales figures and methods of selling

low, calculate, assess, evaluate, sampling, cluster sampling, end line, pie chart, predict.

ualitative analysis of secondary market research stions within time restrictions

n clearly and accurately, using a wide range of terminology. pmmand words

t, notes, personal appearance, mind maps, mood

promotional method.

ogy in multiple choice questions

formation

techniques

study information motional method



# Prince William School Enterprise and Marketing Key Vocabulary



Year 10 non exam unit		Year 11 non exam unit	Ε	Exam Unit	
Market research	External factors	Brand personality	Entrepreneur	Total costs	
Sampling	Consumer demand	Brand identity	Negotiation	Total revenue	
Verbal skills	Budget	Typeface	Research	Profit/Loss	
Market segmentation	Risk	Brand image	Market Research	Break even	
Customer profiling	Challenge	Adding value	Product development	Contribution	
Design mix	Contingency planning	DRIP model	Questionnaire	Marketing mix	
Functions	Advisor	Key performance indicators	Survey	Product, Price, Place, Promotion	
Economic manufacturer	Training course	Pitch	Cause marketing	Target market	
Aesthetics		Investor	Quantitative data	Advertising	
Unique selling point (USP)		Pitch structure	Qualitative data	Banner advertising	
Mind maps		Visual aids	Market segmentation	Pop ups	
Mood boards		Non-verbal skills	Fixed costs	Sales promotions	
Brain shifter		Formal language	Variable costs	Sponsorship	
Feedback		Non formal language	Sole trader	Public relation	
Profit		Feedback sandwich	Unlimited liability	Product placement	
Total Costs		Constructive feedback	Limited liability	Pricing strategies	
Total Revenue		Professional	Partnership	Loan	
Break even		Self-assessment	Franchise	Crowdfunding	
Contribution		Feedback	Business Plan	Grant	
Internal factors		Professionalism		Business Angel	