



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.

Substantive Big Ideas



Market Research and Customer Profiling



Product Design



Financial Analysis



Branding and Promotion



Pitching and Presenting

Big Disciplinary Ideas

Application of Numeracy



Planning and Time Management



Presentation Skills and Literacy



Decision Making



Problem-Solving



Critical Thinking



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 qualification 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.



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Enterprise and Marketing Curriculum Map – Topics by Term



Market Research and Customer Profiling	Product Design	Financial Analysis	Branding and Promotion	Pitching and Presenting
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	Year 10 exam unit	Year 10 non exam unit	Year 11 Exam unit	
Autumn 1	Risks and reward for enterprise and entrepreneurial characteristics. Market research	Research skills: Different entrepreneurs, value added examples and extension strategies Market research, including sampling techniques		Planning a pitch and presentation skills Practice pitch; feedback and delivering a professional pitch Reviewing a brand, pitch and skills
Autumn 2	Review market research Market segmentation Marketing mix	Collecting market research, practice assignment Constructing a customer profile based on collected market research, practice assignment	Entrepreneurial characteristics; risk and reward.	Continued work on NEA
Spring 1	Finance: Cost, revenue, profit and loss, break-even analysis and cash	Collecting market research, actual assignment Constructing a customer profile based on collected market research, actual assignment Construct a design mix, actual assignment	Types of business ownership, sources of capital and business support Reviewing finance: Cost, revenue, profit and loss, break-even analysis and cash.	Final submission of non-exam unit work 2
Spring 2	Risks and challenges	Financial viability of a business proposal, actual assignment Review the likely success of a business proposal, actual assignment	Reviewing market research, market data and market segmentation. Reviewing marketing mix, advertising, promotion, PR, selling, product lifecycle and pricing strategies	
Summer 1	Marketing mix, advertising and promotion	Final submission of non -exam unit work 1 Branding opportunities and threats	Revision for exam unit	
Summer 2	PR, selling, product life cycle, pricing strategies	Promotional plan and materials	Exam revision and taking the final exam. (Date dependant)	



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Enterprise and Marketing Curriculum Map –
Substantive Knowledge Progression



Market Research and Customer Profiling



Product Design



Financial Analysis



Branding and Promotion



Pitching and Presenting



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



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Enterprise and Marketing Curriculum Map – Disciplinary Knowledge Progression



Year 10 non exam unit	Year 11 non exam unit	Exam Unit
Analysing data to complete a competitor analysis Assessing the financial viability of their proposal. Collect and analyse market research data	Analysing data to complete a competitor analysis. Research and analyse promotional materials	Calculation and interpretation of revenue, costs and profit Calculation and interpretation of break even Interpretation of pricing strategies Interpretation and analysis of sales figures and methods of selling
VOCABULARY: : Quantitative data, qualitative data, fixed costs, variable costs, total costs, revenue, total revenue, profit , break-even formula, contribution, margin of safety, sales, cash, cash flow, calculate, assess, evaluate, sampling, cluster sampling, convenience sampling, random sampling, quota sampling, scale or ranked questions, data collection sheets, collating data, table, tally chart, line graph, bar chart, table of figures, line of best fit, trend line, pie chart, predict. Pricing strategies: Cost-plus pricing, competitive pricing, promotional pricing, price skimming, price penetration, loss leader. Overestimating, underestimating, estimation. Adding value/value added. Sources of finance, loan. Inflation, tax, unemployment. Demographic: Age, income. Disposable income. Gantt chart. Financial and non-financial predictions. Competitor analysis.		
The undertaking of product research Understanding the objective of researching the product Plan, collect, report, analyse and evaluate primary and secondary sources of market research. Research and plan the technical subject content.	Planning the design of a product Planning the pitch Thinking about a promotional plan Planning promotional materials required Managing time Identifying resources	Quantitative and qualitative analysis of secondary market research Completion of questions within time restrictions
VOCABULARY Creativity, risk taking, innovation, negotiation, confidence, determination, financial rewards, independence, self-satisfaction.		
Creating a digital presentation to include <ul style="list-style-type: none"> • Text • Images • Audio • Video etc. Choosing the right tools and images to illustrate the points being made. Interpretation of command words	Pitching their product Present to an audience within a set timeframe and produce appropriate visual aids. Interpretation of command words	Present information clearly and accurately, using a wide range of terminology. Interpretation of command words
VOCABULARY: Communication, audience, accessibility, pitch, investor, handout, visual aids, formal and informal language, persuasive, verbal prompts, venue, time management, notes, personal appearance, mind maps, mood boards, brain shifter, presentation of data		
Select primary and secondary market research tools to use. Select a sampling method. Compose and justify aims of market research. Select creative techniques to use in product design. Review the importance of the design mix. Make and justify financial decisions. Evaluate importance of risks	Decide on a promotional method for a campaign. Produce promotional materials. Plan pitch	Select and justify a promotional method.
VOCABULARY: Recommend, evaluate, assess, consider, self-assessment, verbal assessment, written assessment, online feedback, SWOT analysis		
Exploring and generating ideas for their product design.	Produce a competitor analysis. Use peer feedback to assess and improve pitch	Strategic methodology in multiple choice questions Using case study information
VOCABULARY: Analyse, create, review, modify, justification, use of data and calculations, research, design of research methods, selection of presentation techniques		
Research, gather, visualise and analyse information. Problem-solve. Reflect and make decisions.	Research, gather, visualise and analyse information. Reflect and make decisions. Justify promotional methods used Evaluate brand proposal, promotional campaign and pitch.	Application of case study information Justification of promotional method
VOCABULARY: Comparison of techniques, justifying decisions, chain of events, financial analysis, consideration of external factors		



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Enterprise and Marketing Key Vocabulary



Year 10 non exam unit		Year 11 non exam unit		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