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| **Year 11 – Enterprise & Marketing 2024-25** |
| The Enterprise and Marketing course provides an insight into a business launching a new product. Students will develop and build upon practical business skills through the design of an original product which meets a specific business challenge. This includes market research, designing, scoping and costing products as they might in a real business. This culminates in a formal presentation to an outside panel. |
| **Autumn 1** | **Autumn 2** | **Spring 1** | **Spring 2** | **Summer 1** | **Summer 2** |
| **Unit R069:** Design a Business ProposalThis is assessed by a set assignment. In this unit, you will develop presentation skills to be able to pitch your business proposal to an external audience. Finally, you will review your pitching skills and business proposal using self-assessment and feedback gathered. |  |
| **Unit R067:** Enterprise & Marketing ConceptsThis is assessed by a terminal exam. In this unit, you will look at the characteristics, risks and rewards at Enterprise, through to the costs and factors to consider when starting and running an enterprise. |  |
| **R069*** Create a brand identity
* Create promotional material
* Create and present a pitch
* Review the success of the presentation
 | **R067*** Characteristics, risk and reward for enterprise
* Market research
* What makes a product financially viable
* Create a marketing mix to support a product
* Factors to consider when starting up and running an enterprise
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| NEA: R069Teacher Q&A and formative assessment to check for student understanding throughout. | Terminal exam R067Teacher Q&A and formative assessment to check for student understanding throughout. |
| IDEA Award | IDEA Award |