

Cambridge National Marketing and Enterprise

Key Stage 4 Curriculum Overview

Year 10											
Autumn Term 1A		Autumn Term 1B		Spring Term 2A		Spring Term 2B		Summer Term 3A		Summer Term 3B	
TOPIC TITLE: R068		TOPIC TITLE: RO68		TOPIC TITLE: RO69		TOPIC TITLE: RO69		TOPIC TITLE: RO68 & RO69		TOPIC TITLE: RO67	
Topics <ul style="list-style-type: none"> • Market Research • Market segmentation • Design Mix Model 	Ability to understand different methods of market research i.e. primary and secondary and the methods that each one uses Ability to segment people in society based on income, gender, age, occupation and geographical area and understand these differences	Topics <ul style="list-style-type: none"> • Costs • Breakeven • Profit 	Domains (Core knowledge and skills) Ability to identify fixed costs and variable costs Ability to calculate total costs (fixed costs + variable costs) Ability to calculate revenue (selling price x quantity sold) Ability to calculate profit/loss (revenue – total costs)	Topics <ul style="list-style-type: none"> • Branding • Differentiation 	Domains (Core knowledge and skills) Ability to understand the methods used to brand products Ability to understand how to promote a product Ability to understand the importance of a unique selling point	Topics <ul style="list-style-type: none"> • Pricing strategies • Marketing Pitch 	Domains (Core knowledge and skills) To consider different pricing strategies that businesses can use when selecting a price for their product To understand the importance of pitching a suitable idea to others to persuade them to buy Ability to understand the importance of product knowledge	Topics <ul style="list-style-type: none"> • Control assessment improvements 	Domains (Core knowledge and skills) Ability to understand the importance of creating work and submitting to the highest standard.	Topics <ul style="list-style-type: none"> • Characteristic, risk and reward for enterprise • Market research 	Domains (Core knowledge and skills) Ability to understand the importance of having certain personality traits when becoming an entrepreneur and the downsides and advantages of being an entrepreneur Ability to understand different methods of market research i.e. primary and secondary and the methods that each one uses
Prior Domains:				To understand how branding affects and is affected by the product life cycle. To understand how external factors will impact on the costs, income and profits of the business		Review of learning on costs, revenue and profit/loss Review of prior knowledge and learning on market segmentation and meeting customer needs		Review of learning on costs, revenue and profit/loss		Review of learning on costs, revenue and profit/loss	

Year 11											
Autumn Term 1A		Autumn Term 1B		Spring Term 2A		Spring Term 2B		Summer Term 3A		Summer Term 3B	
TOPIC TITLE: RO67		TOPIC TITLE: RO67		TOPIC TITLE: RO67		TOPIC TITLE: RO67		TOPIC TITLE: RO67		TOPIC TITLE: RO67	
Topics <ul style="list-style-type: none"> Market research Market Segmentation 	Domains (Core knowledge and skills) LO1 Continuation of market segmentation focusing on: age, gender, occupation, income, geographic and lifestyle. What is market research and the purpose of it? Identify the main differences between primary and secondary research methods and how they are used for different business purposes. Primary research methods: Observation, questionnaires, surveys, focus	Topics <ul style="list-style-type: none"> Financial viability Breakeven 	Domains (Core knowledge and skills) LO2 Costs of producing products/services: Fixed costs to include: rent, loans, insurance, advertising, salaries, utilities and variable costs which include: raw materials, components, stock, packaging. How to calculate total revenue	Topics <ul style="list-style-type: none"> Marketing Mix PLC 	Domains (Core knowledge and skills) Introducing the 4P's; price, product, place and promotion Introducing the product life cycle and how the use of this can influence business decisions	Topics <ul style="list-style-type: none"> Ownership Sources of finance Business plan 	Domains (Core knowledge and skills) To understand the different ownership types and how these can change over time (sole trader, partnership, limited partnership, franchise, limited companies) Understanding where businesses can get the money they need to start a business and the drawbacks and advantages of each method To understand why a business	Topics Review learning in preparation for examination Assignment RO65	Domains (Core knowledge and skills) Reviewing: Market segmentation Market research Product Life Cycle Costs/revenue Breakeven Profits External factors Pricing strategies Business planning Ownership	Topics Review learning in preparation for examination Assignment RO65	Domains (Core knowledge and skills) Reviewing: Market segmentation Market research Product Life Cycle Costs/revenue Breakeven Profits External factors Pricing strategies Business planning Ownership

	<p>groups, consumer trials. Differences and uses of secondary research methods used by business to include: Internal data, trade magazines, competitor's data, government publications, purchased research materials.</p>						<p>would create a business plan and what information is included in this</p>				
<p>Prior Domains: Market segmentation, Market research, Product Life Cycle, Costs/revenue, Breakeven, Profits, External factors, Pricing strategies, Business planning, Ownership, Functional areas</p>	<p>Market segmentation, Market research, Product Life Cycle, Costs/revenue, Breakeven, Profits, External factors, Pricing strategies, Business planning, Ownership, Functional areas</p>	<p>Market segmentation, Market research, Product Life Cycle, Costs/revenue, Breakeven, Profits, External factors, Pricing strategies, Business planning, Ownership, Functional areas</p>	<p>Market segmentation, Market research, Product Life Cycle, Costs/revenue, Breakeven, Profits, External factors, Pricing strategies, Business planning, Ownership, Functional areas</p>	<p>Market segmentation, Market research, Product Life Cycle, Costs/revenue, Breakeven, Profits, External factors, Pricing strategies, Business planning, Ownership, Functional areas</p>	<p>Market segmentation, Market research, Product Life Cycle, Costs/revenue, Breakeven, Profits, External factors, Pricing strategies, Business planning, Ownership, Functional areas</p>						