

**Cambridge National Marketing and Enterprise – Class of 2023 only**

**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: Marketing		TOPIC TITLE: Costs/Breakeven		TOPIC TITLE: Branding		TOPIC TITLE: Pricing		TOPIC TITLE: Ownership		TOPIC TITLE: Functional Areas	
<b>Topics</b> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Market segmentation</li> <li>• Design Mix Model</li> </ul>	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	<b>Topics</b> <ul style="list-style-type: none"> <li>• Costs</li> <li>• Breakeven</li> <li>• Profit</li> </ul>	<b>Domains (Core knowledge and skills)</b> 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)	<b>Topics</b> <ul style="list-style-type: none"> <li>• Branding</li> <li>• Differentiation</li> </ul>	<b>Domains (Core knowledge and skills)</b> 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	<b>Topics</b> <ul style="list-style-type: none"> <li>• Pricing strategies</li> <li>• Marketing Pitch</li> </ul>	<b>Domains (Core knowledge and skills)</b> 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	<b>Topics</b> <ul style="list-style-type: none"> <li>• Control assessment improvements</li> </ul>	<b>Domains (Core knowledge and skills)</b> Ability to understand the importance of creating work and submitting to the highest standard.	<b>Topics</b> <ul style="list-style-type: none"> <li>• Characteristic, risk and reward for enterprise</li> <li>• Market research</li> </ul>	<b>Domains (Core knowledge and skills)</b> 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
<b>Prior Domains:</b>				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: Unit RO67 & RO68		TOPIC TITLE: Unit RO67 & RO68		TOPIC TITLE: Unit RO69		TOPIC TITLE: Unit RO69		TOPIC TITLE: Unit RO67		TOPIC TITLE: Unit RO67	
Topics	Domains (Core knowledge and skills)	Topics	Domains (Core knowledge and skills)	Topics	Domains (Core knowledge and skills)	Topics	Domains (Core knowledge and skills)	Topics	Domains (Core knowledge and skills)	Topics	Domains (Core knowledge and skills)
<b>Review learning in preparation for examination Assignment RO68</b>	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 groups, consumer trials. LO1 Differences and uses of secondary research methods used by business to include: Internal data, trade magazines, competitor's data, government publications, purchased research materials. The different types of customer feedback techniques used by business to include: social media, online surveys, comment cards, comments	<b>Review learning in preparation for examination Assignment RO68</b>	LO3 Introduction to the concept of the product lifecycle focusing on: Development, introduction, growth, maturity and decline. Continuation of product life cycle focusing on extension strategies. LO4 How businesses consider how to price a product to attract/retain customers.  Pricing strategies to include: Competitive pricing Psychological pricing Price skimming Price penetration.  Impact of different types of advertising methods that businesses use to: Attract customers Retain customers.  How businesses select the most appropriate method and the sales promotion techniques used. LO5 Different forms and features of business ownership for business start-ups to include: Sole trader partnership (limited liability partnerships) franchise with advantages/disadvantages of each type.  LO6 Focus on human resources function to include: Recruitment and selection Training and development Performance management	<b>Assignment RO69</b>	LO1 Introduction to new unit: Brand identity: what is a brand? brand personality strategies images.  LO2 What is a business pitch? LO3 'How Good Are Your Presentation Skills?'  Quiz to gain the learners self-assessment regarding giving presentations as well as tips on how to: understand your audience preparing your content delivering confidently controlling the environment. how to support your peers when delivering a presentation? preparing for feedback.	<b>Assignment RO69</b>	LO4 How to be successful when delivering a pitch which can then be used to review a pitch.  LO4 Reviewing a business proposal to include: product proposal pricing strategy brand promotional plan relevance and appeal review the proposal future developments.	<b>Preparation for RO67 examination</b>	Reviewing: Market segmentation Market research Product Life Cycle Costs/revenue Breakeven Profits External factors Pricing strategies Business planning Ownership Functional areas	<b>Preparation for RO67 examination</b>	Reviewing: Market segmentation Market research Product Life Cycle Costs/revenue Breakeven Profits External factors Pricing strategies Business planning Ownership Functional areas

<p>made to staff, telephone/email surveys, email contact forms. Review of learning for market segmentation and market research. 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.</p>		<p>Health and safety in the workplace Compliance with employment legislation.</p>								
<p><b>Prior Domains:</b> 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>					