

Year 11 Enterprise & Marketing Curriculum Overview



Year 11 Overview

In the third topic, learners will develop the skills to create a brand identity and promotional plan for their specific business product proposal developed in the second topic. They will develop pitching skills in order to pitch their business proposal to an external audience. Finally, they will review their pitching skills and business proposal using their learning, self-assessment and feedback gathered. The knowledge and skills developed by completing this topic will be transferable to further, related learning in areas such as enterprise, marketing or business.

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Week Number	Themes/ Topics	Key Knowledge & Skills	Key Assessments
<p style="text-align: center;">1-6 (Autumn 1)</p>	<p>Unit 1 R066: Market and pitch a business proposal</p> <p>Develop a brand identity to target a customer profile</p> <p>(taught element and controlled assessment R066)</p>	<p>This unit will develop the students in understanding and applying the following:</p> <p>Brand identity:</p> <ul style="list-style-type: none"> • what is a brand? • brand personality • Strategies <p>The benefits of branding to a business to include: Trust, recognition, image, quality, adding value etc.</p> <p>Develop a Brand Identity</p> <p>The benefits of branding to a business to include: Trust, recognition, image, quality, adding value etc</p> <p>Researching brands relating this to target customers to include:</p> <ul style="list-style-type: none"> • target market • customer profiling. 	<p>1.Rolling progress on RO66 on marksheet. Deadline Specifically, Task 1 Branding from the set assignment</p>
<p style="text-align: center;">7-13 (Autumn 2)</p>	<p>Develop a promotional plan to target a customer profile</p> <p>(taught element and controlled assessment R066)</p>	<p>This unit will develop the students in understanding and applying the following:</p> <p>Different promotional objectives that businesses need to consider and methods to include:</p> <ul style="list-style-type: none"> • digital • offline/traditional promotions. <p>Select and justify appropriate promotional methods to include:</p> <ul style="list-style-type: none"> • key factors • appeal to audience • types of sales promotions linked to audience how methods complement each other. <p>What is a business pitch? How to plan a pitch considering:</p>	<p>1.Rolling progress on RO66 on marksheet. Deadline Specifically task 1 part 2 promotional plans and techniques</p> <p>2. Rolling progress on RO66 on marksheet. Deadline</p>

Year 11 Enterprise & Marketing Curriculum Overview

	<p>Unit 2 R066 Market and pitch a business proposal To pitch a proposal for a proposal</p>	<ul style="list-style-type: none"> • audience • objectives • location • method • structure • visual aids. <p>Plan a pitch.</p>	<p>Specifically task 2 part 1 Planning a pitch</p>
<p>14-18 (Spring 1)</p>	<p>Unit 1 R064 January Possible Resit date</p> <p>Unit 2 R066 Market and pitch a business proposal</p> <p>Unit3 R066 Market and pitch a business proposal to pitch a proposal to an audience</p>	<p>This unit will develop the students in understanding and applying the following:</p> <p>Plan a pitch to an audience Considerations of personal appearance when delivering a pitch. Anticipating potential questions when delivering a pitch to an audience. Mini pitches to give constructive feedback to each presenter (peer). ‘How Good Are Your Presentation Skills?’ Quiz to gain the learners self-assessment regarding giving presentations as well as tips on how to:</p> <ul style="list-style-type: none"> • understand your audience • preparing your content • delivering confidently • controlling the environment. • how to support your peers when delivering a presentation • preparing for feedback. 	<p>Pd 6 to be used for potential resits</p> <p>1.Rolling progress on RO66 on marksheet</p> <p>Deadline Specifically task 2 part 2 Planning a pitch</p>
<p>19-24 (Spring 2)</p>	<p>Unit3 R066 Market and pitch a business proposal to pitch a proposal to an audience To pitch a proposal to an audience. **Implementation of Revision Timetable if learners are completing a resit.</p>	<p>This unit will develop the students in understanding and applying the following:</p> <p>Preparing a script for an assessment.</p> <p>How to be successful when delivering a pitch which can then be used to review a pitch. **Implementation of Revision Timetable if learners are completing a resit.</p>	<p>1.Rolling progress on RO66 on marksheet</p> <p>Deadline Specifically task 2 part 2 Planning a pitch</p>

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<p>25-30 (Summer 1)</p>	<p>Unit R066 Market and pitch a business proposal Unit 4: to review the strengths and weaknesses of a proposal and pitch</p>	<p>This unit will develop the students in understanding and applying the following:</p> <p>Comparing the outcomes of a pitch to include:</p> <ul style="list-style-type: none"> • presentation objectives • review of presentation • <p>Reviewing a business proposal to include:</p> <ul style="list-style-type: none"> • product proposal • pricing strategy • brand • promotional plan • relevance and appeal • review the proposal • future developments. 	<p>1.Rolling progress on RO66 on marksheet Deadline Specifically task 2 part 2 Planning a pitch</p>
<p>31-38 (Summer 2)</p>			