

BCT KS4 Curriculum Intent, Implementation and Impact Overview

Year: 11 Subject: GCSE Enterprise & Marketing IMPLEMENTATION						
	Half Term 1 - RO64/RO66 Context: Branding	Half Term 2 - RO64/RO66 Context: Branding	Half Term 3 - RO64/RO66 Context: Branding	Half Term 4 - RO64/RO65 Context: RO64 Recap	Half Term 4 - RO64/RO65 Context: RO64 Recap	Half Term 6
<p>Key concepts and skills ('Big ideas')</p> <p>To be able to identify the need for branding and the purpose of businesses conducting it.</p> <p>To identify different types of promotional aspects such as paper-based and online.</p> <p>To gain sound understanding of branding and cases studies to support knowledge.</p> <p>To develop skills to communicate, present ideas to a small audience.</p> <p>To improve existing work to maximise performance.</p> <p>To monitor different products, their life and how products need to be adapted to be successful.</p> <p>To assess the marketing mix, especially in relation to pricing and the strategies used.</p> <p>To understand business startups and knowledge around how they are set up.</p> <p>To assess different functional areas and the activities that occur.</p>	<p>Key Vocabulary: Brand, branding, brand image brand personality, brand identity, brand awareness, pitch, audience</p> <p>Prior Learning/LTM: Y10 Marketing</p> <p>Cultural Capital: Coca-Cola (Ethics and brand image based on how businesses act). Google (how the businesses formed) Innocent Smoothies (employment and legislation)</p> <p>Numeracy Links Identify the increase performance after or during branding.</p>	<p>Key Vocabulary: Brand, branding, brand image brand personality, brand identity, brand awareness, pitch, audience</p> <p>Prior Learning/LTM: Y10 Marketing</p> <p>Cultural Capital: Coca-Cola (Ethics and brand image based on how businesses act). Google(how the businesses formed) Innocent Smoothies(employment and legislation)</p> <p>Numeracy Links Identify the increase performance after or during branding.</p>	<p>Key Vocabulary: Brand, branding, brand image brand personality, brand identity, brand awareness, pitch, audience</p> <p>Prior Learning/LTM: Y10 Marketing & Ht1/HT2 in Y11.</p> <p>Cultural Capital: Coca-Cola (Ethics and brand image based on how businesses act). Google(how the businesses formed) Innocent Smoothies(employment and legislation)</p> <p>Numeracy Links Identify the increase performance after or during branding.</p>	<p>Key Vocabulary: entrepreneur, enterprise, finance, advertising, suitability for purpose, marketing, customers and demand, gender, income, age, location, Selling price, costs, variable costs, fixed costs, total costs, revenue, break even, total contribution, break even point.</p> <p>Prior Learning/LTM: Y10</p> <p>Cultural Capital: Global news, business news, local business news.</p> <p>Numeracy Links - using numbers on spreadsheets regarding calculate research results.</p>	<p>Key Vocabulary: entrepreneur, enterprise, finance, advertising, suitability for purpose, marketing, customers and demand, gender, income, age, location, Selling price, costs, variable costs, fixed costs, total costs, revenue, break even, total contribution, break even point.</p> <p>Prior Learning/LTM: Y10</p> <p>Cultural Capital: Global news, business news, local business news.</p> <p>Numeracy Links - using numbers on spreadsheets regarding calculate research results.</p>	
	x	X	X			
		x		X		
				X		
				X		
		X		X		
					X	X
					X	X
					x	x
					X	X
IMPACT	Assessment 1: Past paper Ro64 MCQs/Extended Writing. Assessment 2: LO1 RO66 Coursework	Assessment 1: Past paper Ro64 MCQs/Extended Writing. Assessment 2: LO2 RO66 Coursework	Assessment 1: Past paper Ro64 MCQs/Extended Writing. Assessment 2: LO3/4 RO66 Coursework	Assessment 1: Past paper Ro64 MCQs/Extended Writing. Assessment 2: 9 Mark Qs Progression to Post 16: Gives	Assessment 1: Past paper Ro64 MCQs/Extended Writing. Assessment 2: 9 Mark Qs Progression to Post 16: Gives	

	<p>Progression to Post 16: Gives understanding and knowledge of wide variety of Business content especially in relation to Marketing.</p>	<p>Progression to Post 16: Gives understanding and knowledge of wide variety of Business content especially in relation to Marketing.</p>	<p>Progression to Post 16: Gives understanding and knowledge of wide variety of Business content especially in relation to Marketing.</p>	<p>understanding and knowledge of wide variety of Business content in relation to external aspects of Business and Business climate.</p>	<p>understanding and knowledge of wide variety of Business content in relation to external aspects of Business and Business climate.</p>	
--	--	--	--	--	--	--