

Year: 11 Subject: GCSE Enterprise & Marketing IMPLEMENTATION						
Key concepts and skills ('Big ideas')	Half Term 1 - RO67/RO69 Context: Branding	Half Term 2 - RO67/RO69 Context: Branding	Half Term 3 - RO67/RO69 Context: Branding	Half Term 4 - RO67/RO69 Context: RO67 Recap	Half Term 4 RO67/RO69 Context: RO67 Recap	Half Term 6
	<p><b>Key Vocabulary:</b> Brand, branding, brand image brand personality, brand identity, brand awareness, pitch, audience</p> <p><b>Prior Learning/LTM:</b> Y10 Marketing</p> <p><b>Cultural Capital:</b> Coca-Cola (Ethics and brand image based on how businesses act). Google (how the businesses formed) Innocent Smoothies (employment and legislation)</p> <p><b>Numeracy Links</b> Identify the increase performance after or during branding.</p>	<p><b>Key Vocabulary:</b> Brand, branding, brand image brand personality, brand identity, brand awareness, pitch, audience</p> <p><b>Prior Learning/LTM:</b> Y10 Marketing</p> <p><b>Cultural Capital:</b> Coca-Cola (Ethics and brand image based on how businesses act). Google(how the businesses formed) Innocent Smoothies(employment and legislation)</p> <p><b>Numeracy Links</b> Identify the increase performance after or during branding.</p>	<p><b>Key Vocabulary:</b> Brand, branding, brand image brand personality, brand identity, brand awareness, pitch, audience</p> <p><b>Prior Learning/LTM:</b> Y10 Marketing &amp; Ht1/HT2 in Y11.</p> <p><b>Cultural Capital:</b> Coca-Cola (Ethics and brand image based on how businesses act). Google(how the businesses formed) Innocent Smoothies(employment and legislation)</p> <p><b>Numeracy Links</b> Identify the increase performance after or during branding.</p>	<p><b>Key Vocabulary:</b> 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><b>Prior Learning/LTM:</b> Y10</p> <p><b>Cultural Capital:</b> Global news, business news, local business news.</p> <p><b>Numeracy Links</b> - using numbers on spreadsheets regarding calculate research results.</p>	<p><b>Key Vocabulary:</b> 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><b>Prior Learning/LTM:</b> Y10</p> <p><b>Cultural Capital:</b> Global news, business news, local business news.</p> <p><b>Numeracy Links</b> - using numbers on spreadsheets regarding calculate research results.</p>	
To be able to identify the need for branding and the purpose of businesses conducting it.	x	X	X			
To identify different types of promotional aspects such as paper-based and online.		x	X			
To gain sound understanding of branding and cases studies to support knowledge.			X			
To develop skills to communicate, present ideas to a small audience.			X			
To improve existing work to maximise performance.		X	X			
To monitor different products, their life and how products need to be adapted to be successful.				X	X	
To assess the marketing mix, especially in relation to pricing and the strategies used.				X	X	
To understand business startups and knowledge around how they are set up.				x	x	
To assess different functional areas and the activities that occur.				X	X	

	<b>Progression to Post 16:</b> Gives understanding and knowledge of wide variety of Business content especially in relation to Marketing.	<b>Progression to Post 16:</b> Gives understanding and knowledge of wide variety of Business content especially in relation to Marketing.	<b>Progression to Post 16:</b> Gives understanding and knowledge of wide variety of Business content especially in relation to Marketing.	understanding and knowledge of wide variety of Business content in relation to external aspects of Business and Business climate.	understanding and knowledge of wide variety of Business content in relation to external aspects of Business and Business climate.	
<b>IMPACT</b>	Assessment 1: Past paper Ro67 MCQs/Extended Writing.  Assessment 2: LO1 RO69 Coursework	Assessment 1: Past paper Ro67 MCQs/Extended Writing.  Assessment 2: LO2 RO69 Coursework	Assessment 1: Past paper Ro67 MCQs/Extended Writing.  Assessment 2: LO3/4 RO69 Coursework	Assessment 1: Past paper Ro67 MCQs/Extended Writing.  Assessment 2: 9 Mark Qs Progression to Post 16: Gives	Assessment 1: Past paper Ro667MCQs/Extended Writing.  Assessment 2: 9 Mark Qs Progression to Post 16: Gives	