Ursuline College Curriculum Implementation: **Enterprise and Marketing (Year 10)**

Curriculum Intent	*'I have come so that they may have life and have it to the full.'* John 10: Chapter 10. V 10 Inspired by the Gospel values of love, joy, and compassion, we nurture and develop the whole child so that each unique individual grows in confidence and has the knowledge and skills to enable them to achieve their true potential. Business Studies provides transferable skills allowing students a smooth transition from an educational environment to a work environment, by providing an insight to a multitude of business sectors and departments. The department aims to teach learners who choose this as a subject option, a range of life skills including enhancing team working, problem solving, independent learning and communication skills whilst instilling confidence in our students to make themselves stand out in a competitive working environment. Students will take a proactive part in their studies by maintaining a good understanding of current affairs and applying this to their studies on the impact of the external environment on business. Business Studies will also nurture their creative side in developing marketing and promotional campaigns, planning and pitching a business idea whilst also developing their financial acumen when it comes to understanding personal finance in the form of; mortgages, lending, savings and investments. **Respecting each other, helping each other and bearing with each other: Getting better never stops.**	
Year 10 Intent	During this year students will be introduced to the fundamental principles and concepts of Enterprise and Marketing, including characteristics of successful entrepreneurs, market research, financial viability, the marketing mix and factors to consider when starting up and running an enterprise. Students will develop their learning and practical skills that can be applied to real-life contexts and will allow them to think creatively and innovatively. Skills relevant to the business and enterprise sector, such as confidence and independences are developed throughout the year and will prepare them for the remaining learning for this qualification and the final assessments in year 11.	
Exam Board & Specification	OCR OCR Level 1/Level 2 Cambridge National in Enterprise and Marketing specification	
	Cycle 1	
	Term 1 2.9.26 – 23.10.26 7 weeks	Term 2 2.11.26 – 18.12.26 7 weeks
Focus & Skills (Inc paper/ unit focus)	**R067 (TA2): Market research to target a specific customer** • 2.1 - Market research • 2.2 - Data	**R068 (TA2): How to identify a customer profile** • 2.1 - Identify customer profile **R068 (TA3): Develop a product proposal**

	• 2.3 - Market segmentation **R068 (TA1): Market research** 1.1.1 Market research 1.1.2 Sampling methods 1.1.3 Using research tools 1.2 Review market research	• 3.1 - Create a design mix • 3.2 – Produce designs • 3.3 - Review and finalise design
Links to CST	**Preferential option for the poor and vulnerable:** Learning how to carry out market research and to understand different customer groups teaches us to listen before we act. This reflects the preferential option for the poor and vulnerable, because good research deliberately seeks out the needs of people who are rarely asked, rather than only the customers who are easiest, loudest or most profitable to reach. Choosing sampling methods, checking the reliability of sources and reviewing our findings forces us to ask who is missing from the data. A convenience sample can quietly exclude people who are on low incomes, elderly, disabled or without internet access, so working honestly with samples and evidence is one way of making sure the most vulnerable are counted and their needs represented.	**Preferential option for the poor and vulnerable:** Building a customer profile from age, gender, occupation, income, lifestyle and location asks us to notice how differently people live. The preferential option for the poor and vulnerable challenges us to ask who our profile leaves out, and to see those on the margins of a market as people worthy of design and attention rather than as a segment not worth serving. Creating a design mix means balancing function, aesthetics and economic manufacture. Deciding what price potential customers can realistically pay is a moral decision as well as a commercial one: designing a product that is genuinely affordable, and that works for people with fewer resources or additional needs, puts the poor and vulnerable first rather than treating them as an afterthought. Gaining feedback on a design and then modifying it shows that we are willing to be changed by what we hear. Deliberately seeking feedback from those whose voices are least often heard, and acting on it when we finalise a product, is a practical expression of the preferential option for the poor and vulnerable.
Explicit Skill Content	Pupils will have been exposed to: **R067 (TA2): Market research to target a specific customer** **2.1 The purpose of market research** To reduce risk To aid decision making To understand the market	Pupils will have been exposed to: **R068 (TA2): How to identify a customer profile** **2.1 Identify potential customers and build a customer profile based on market research findings** • How to apply market segmentation to build a customer profile:

	To gain customers' views and understand their needs/wants To inform product development To understand how a good/service complements others on the market **2.2 Primary market research methods** Observations Questionnaires/surveys/interviews Focus groups Consumer trials Test marketing/pilots **2.3 Secondary market research sources** Internal data Books/newspapers/trade magazines Competitors' data Government publications and statistics Mintel or similar **2.4 Types of data** Quantitative Qualitative **2.5 Types of market segmentation** Age Gender Occupation Income Location Lifestyle	○ Age ○ Gender ○ Occupation ○ Income ○ Lifestyle ○ Location **R068 (TA3): Develop a product proposal** **3.1 Create a design mix for a new product** • Function • Aesthetics: ○ Features needed to make the product attractive to the customer ○ Features which create a USP ○ How market segment(s) influence the aesthetics • Economic manufacture: ○ Price potential customers are willing to pay ○ How market segment(s) may influence the potential selling price ○ Added value ○ How costs affect the ability to break-even/make a profit **3.2 Produce designs for a new product** • Use market research to inform product designs • Relate product designs to a business brief • Use current creative techniques **3.3 Review designs for a product proposal**

	2.6 The benefits of market segmentation to a business
	
	Ensures specific customer needs are matched and met
	Potential for increased profits/profitability
	Enables targeted marketing
	Increased customer retention
	Potential for an increase in market share
	
	R068 (TA1): Market research
	1.1 Carry out market research to aid decisions relating to a business proposal
	1.1.1 How to select appropriate primary and secondary market research methods and data types in order to complete meaningful research
	• Identifying the overall aims of the research
	• Selecting appropriate research methods to gather relevant information
	• Selecting appropriate research types
	• Identifying factors that businesses need to consider when completing research (Cost, Location, Personnel availability, Time)
	
	1.1.2 Sampling methods
	• Cluster
	• Convenience
	• Random
	• Quota
	
	1.1.3 Use appropriate market research tools for a business proposal
	• Choosing a sampling method appropriate to a given scenario
	• Using appropriate skills (ICT, Verbal communication, non-verbal communication e.g. eye contact, body language, Written communication)
		3.3.1 How to review designs for a product proposal
		
		• Self-assessment
		• Plan methods of gaining feedback on a design proposal
		• Gain feedback via:
		  o Verbal feedback such as peer discussions, telephone surveys, focus groups with target customers
		  o Written feedback such as printed questionnaires, email surveys
		  o Online feedback such as social media, online communities, Survey Monkey
		
		3.3.2 How to finalise a design after feedback
		
		• Modifications to the product to meet the needs of the customer profile
		• Modifications to the product based on feedback

	• Checking the accuracy of secondary research (Reliability of sources, Check the accuracy of information against a second source) **1.2 Review the results of market research** • Methods of collating data (Frequency table, Table, Tally chart) • Methods of presenting data (Charts, Diagrams, Tables)	
Homework	• Exam technique Questions • Key formula • Guided revision – assignments set on TEAMS including past papers, Unit focused mini-mocks • Business Knowledge videos on YouTube • Specific topic activity sheets to prepare for tasks	• Exam technique Questions • Key formula • Guided revision – assignments set on TEAMS including past papers, Unit focused mini-mocks • Business Knowledge videos on YouTube • Specific topic activity sheets to prepare for tasks
Assessment	• Regular use of R and Rs to assess prior learning. • Knowledge tests • Peer/self-assessment. • Unit assessments, feedback and PIT • Assessment of NEA work	• Regular use of R and Rs to assess prior learning. • Knowledge tests • Peer/self-assessment. • Unit assessments, feedback and PIT • Assessment of NEA work
Disciplinary Literacy Vocab	Market Research, Primary Research, Secondary Research, Reduce Risk, Decision Making, Understand the Market, Customer Needs, Customer Wants, Product Development, Complementary Goods, Observations, Questionnaires, Surveys, Interviews, Focus Groups, Consumer Trials, Test Marketing, Pilots, Internal Data, Books, Newspapers, Trade Magazines, Competitor Data, Government Publications, Statistics, Mintel, Quantitative Data, Qualitative Data, Market Segmentation, Age, Gender, Occupation, Income, Location, Lifestyle, Targeted Marketing, Customer Retention, Market Share, Profitability, Business Proposal, Research Aims, Research Methods, Research Types, Cost, Personnel Availability, Time, Sampling, Cluster Sampling, Convenience Sampling, Random Sampling, Quota Sampling, ICT Skills, Verbal Communication, Non-verbal Communication, Eye Contact, Body Language, Written Communication, Source Reliability, Data Accuracy, Collating Data, Frequency Table, Tally Chart, Presenting Data, Charts, Diagrams, Tables.	Customer Profile, Potential Customers, Market Research Findings, Market Segmentation, Market Segment, Age, Gender, Occupation, Income, Lifestyle, Location, Product Proposal, Design Mix, Function, Aesthetics, Features, Unique Selling Point, USP, Economic Manufacture, Price, Price Potential, Added Value, Costs, Break-even, Profit, Product Design, Business Brief, Creative Techniques, Review, Self-Assessment, Feedback, Verbal Feedback, Peer Discussion, Telephone Survey, Focus Group, Written Feedback, Printed Questionnaire, Email Survey, Online Feedback, Social Media, Online Communities, Survey Monkey, Modifications, Finalise Design, Customer Needs.

Texts/ Resources and Revision Materials	Lesson Presentations on teams https://www.bbc.co.uk/bitesize/subjects/zpsvr82	Lesson Presentations on teams https://www.bbc.co.uk/bitesize/subjects/zpsvr82
	Cycle 2	
	Term 3 4.1.27 – 12.2.27 6 weeks	Term 4 23.2.27 – 25.3.27 5 weeks
Focus & Skills (Inc paper/ unit focus)	1. **R067 (TA3): What makes a product financially viable** • 3.1 - Cost • 3.2 - Revenue • 3.3 - Profit and loss • 3.4 - Break-even • 3.5 – Cash 2. **R068 (TA4): Review whether a business proposal is financially viable** • 4.1 – Costs • 4.2 – Pricing strategy • 4.3 – Review viability	**R068 (TA5): Review the likely success of the business proposal** • 5.1 - Risks and challenges when launching a new product • 5.1.1 – Identify risks and challenges • 5.1.2 – Mitigating risks and challenges **R068: NEA Assessment (working on)**
Links to CST	**Preferential option for the poor and vulnerable:** Working out fixed and variable costs, break-even and the importance of cash shows us what keeps a business alive. This matters for the poor and vulnerable because when a business fails it is usually the lowest-paid workers, their families and their communities who lose the most, so careful financial planning is a way of protecting the people with the least security. Choosing a pricing strategy and reviewing financial viability decides who can afford to buy what we make. The preferential option for the poor and vulnerable asks us to weigh profit against access, to notice when a price shuts people out, and to make sure that profit is never achieved by underpaying workers or squeezing suppliers.	**Preferential option for the poor and vulnerable:** Identifying the risks and challenges of launching a new product, and planning how to minimise them, is an act of responsibility towards others rather than simply self-protection: making a loss, overspending or misjudging demand hurts employees, suppliers and customers who can least afford it. Recognising that we need experienced advisors, training and detailed research also reminds us that not every entrepreneur begins with the same advantages, and that those without contacts, capital or support deserve particular help, which is the heart of the preferential option for the poor and vulnerable.

Explicit Skill Content	Pupils will have been exposed to:
	
	R067 (TA3): What makes a product financially viable
	
	3.1 Cost of producing the product
	• Fixed costs (costs which do not vary with output)
	    ○ Advertising
	    ○ Insurance
	    ○ Loan interest
	    ○ Rent
	    ○ Salaries
	    ○ Utilities
	• Variable costs (costs which vary with output)
	    ○ Raw materials/components
	    ○ Packaging
	    ○ Wages
	• Total cost
	    ○ Fixed costs + variable costs
	
	3.2 Revenue generated by sales of the product
	• Calculate total revenue (Selling price per unit x Number of sales)
	
	3.3 Profit/loss
	• Calculate profit/loss per unit = Revenue (selling price) per unit - Total costs per unit
	• Calculate profit for a given level of output = Total revenue - Total costs
	
	3.4 How to use the formula for break-even as an aid to decision making
	• Definition of break-even = the level of output where total revenue = total costs
	• Formula for break-even quantity fixed costs selling price per unit - variable cost per unit
	• Interpretation of a break-even graph to identify the break-even point
	• How break-even information is used by an entrepreneur
		Pupils will have been exposed to:
		
		R068 (TA5): Review the likely success of the business proposal
		
		5.1 Risks and challenges when launching a new product
		5.1.1 Identify the risks and challenges when launching a new product
		
		• Impact of external factors
		• Competitors
		• Lack of business experience
		• Making a loss
		• Overestimating/underestimating consumer demand
		• Overspending on a budget
		
		5.1.2 How the impact of risks and challenges can be minimised/overcome
		• Use of experienced advisors
		• Contingency planning
		• Detailed research
		• Attending training courses

<table>
<tr>
<td></td>
<td>

3.5 Importance of cash
• The difference between cash and profit
• Consequences of a lack of cash

R068 (TA4): Review whether a business proposal is financially viable

4.1 Calculate costs, revenue, break-even and profit relating to a business proposal

• Variable costs
• Total costs
• Proposed selling price per unit
• Revenue
• Break-even level of sales including the impact of a change in price
• Profit per unit
• Total profit

4.2 Apply an appropriate pricing strategy

• How to select an appropriate pricing strategy based on market research findings and customer profile

4.3 Review the likely financial viability of a business proposal

• Likelihood to break-even
• Likelihood to make a profit

</td>
<td></td>
</tr>
<tr>
<td>**Homework**</td>
<td>• Exam technique Questions
• Key formula
• Guided revision – assignments set on TEAMS including past papers, Unit focused mini-mocks
• Business Knowledge videos on YouTube
• Specific topic activity sheets to prepare for tasks</td>
<td>• Exam technique Questions
• Key formula
• Guided revision – assignments set on TEAMS including past papers, Unit focused mini-mocks
• Business Knowledge videos on YouTube
• Specific topic activity sheets to prepare for tasks</td>
</tr>
</table>

Assessment	• Regular use of R and Rs to assess prior learning. • Knowledge tests • Peer/self-assessment. • Unit assessments, feedback and PIT • Assessment of NEA work	• Regular use of R and Rs to assess prior learning. • Knowledge tests • Peer/self-assessment. • Unit assessments, feedback and PIT • Assessment of NEA work
Disciplinary Literacy Vocab	Fixed Costs, Advertising, Insurance, Loan Interest, Rent, Salaries, Utilities, Variable Costs, Raw Materials, Components, Packaging, Wages, Output, Total Cost, Revenue, Total Revenue, Selling Price per Unit, Number of Sales, Profit, Loss, Profit per Unit, Total Profit, Break-even, Break-even Quantity, Break-even Formula, Break-even Point, Break-even Graph, Variable Cost per Unit, Entrepreneur, Cash, Cash vs Profit, Consequences of a Lack of Cash, Business Proposal, Financial Viability, Proposed Selling Price, Pricing Strategy, Market Research Findings, Customer Profile, Likelihood to Break-even, Likelihood to Make a Profit.	Business Proposal, Product Launch, Risks, Challenges, External Factors, Competitors, Lack of Business Experience, making a Loss, Consumer Demand, Overestimating Demand, Underestimating Demand, Overspending, Budget, Minimise, Mitigate, Overcome, Experienced Advisors, Contingency Planning, Detailed Research, Training Courses, Review, Likely Success.
Texts/ Resources and Revision Materials	Lesson Presentations on teams https://www.bbc.co.uk/bitesize/subjects/zpsvr82	Lesson Presentations on teams https://www.bbc.co.uk/bitesize/subjects/zpsvr82
	Cycle 3	
	Term 5 12.4.27 – 28.5.27 7 weeks	Term 6 7.6.27 – 16.7.27 6 weeks
Focus & Skills (Inc paper/ unit focus)	**3. R067 (TA4): Creating a marketing mix to support a product** • 4.1 and 4.2 - Marketing mix • 4.3 - Advertising mediums • 4.4 - Promotion **R069 (TA1): Develop a brand identity to target a specific customer profile** • 1.1 and 1.2 – Branding • 1.3 – Branding methods • 1.4 – Competitor Analysis	**4. R067 (TA4): Creating a marketing mix to support a product** • 4.5 - PR • 4.6 - Selling • 4.7 - Product lifecycle • 4.8,4.9 and 4.10 - Pricing strategies **R069 (TA2): Create a promotional campaign for a brand and product** • 2.1 - How to create a promotional campaign for a product/brand • 2.1.1 - Explain the objectives of a promotional campaign

	R068: NEA Assessment (submit for moderation)	• 2.1.2 - Create a plan for a promotional campaign • 2.1.3 How to create appropriate promotional materials
Links to CST	**Preferential option for the poor and vulnerable:** Decisions about product, price, place and promotion decide who is reached and who is left out. Advertising only through digital mediums, or positioning a product as premium, can exclude people without money, devices or internet access. Choosing sales promotions that genuinely help customers rather than pressuring or exploiting those with limited choices is how the preferential option for the poor and vulnerable shapes the marketing mix. Building a brand identity and analysing competitors, including the social and ethical factors in the external environment, teaches us that a brand carries responsibility. Branding that trades on stereotypes, or that persuades vulnerable customers to buy what they cannot afford, damages human dignity, while honest and respectful branding treats every customer, however poor, as a person to be served rather than a target to be worked on.	**Preferential option for the poor and vulnerable:** Pricing factors include the income levels of our target customers, which places affordability at the very centre of the decision. Comparing competitive, psychological, skimming and penetration pricing lets us see how a price can either open a product up to people on low incomes or deliberately exploit them, and choosing between physical and digital selling means remembering those who cannot buy online. This is the preferential option for the poor and vulnerable applied to everyday commercial choices. Creating a promotional campaign, with clear objectives, KPIs and materials matched to a customer profile, depends on honest communication. Those who are poorest or most vulnerable are the most easily misled by promotion that exaggerates or manipulates, so campaigns that inform rather than pressure protect the people most at risk and reflect the preferential option for the poor and vulnerable.
Explicit Skill Content	Pupils will have been exposed to: **R067 (TA4): Creating a marketing mix to support a product** **Topic Area 4: Creating a marketing mix to support a product** **4.1 The marketing mix elements for a good/service** • Product • Price • Place • Promotion **4.2 How the elements of the marketing mix work together**	Pupils will have been exposed to: **R067 (TA4): Creating a marketing mix to support a product** **Topic Area 4: Creating a marketing mix to support a product** **4.5 Public relations** • Product placement • Celebrity endorsement • Press/media releases **4.6 How to sell the good/service to the consumer** • Physical – shops, face to face

- Each element affects the appropriateness of decisions regarding other elements
- Consideration of the whole marketing mix and how the elements work together to create a specific brand image, such as premium or economy
- Satisfying the target market segment's needs

4.3 Types of advertising medium used to attract and retain customers and the appropriateness of each

- Non-digital
  - Leaflets
  - Newspapers
  - Magazines
  - Radio
  - Posters/billboards
  - Cinema
- Digital
  - Social Media – video, feedback, social networks
  - Websites
  - Online banners/pop-ups
  - SMS texts
  - Podcasts
  - Vlogs/blog

4.4 Sales promotion techniques used to attract and retain customers and the appropriateness of each

- Discounts
- Competitions
- Buy one get one free (BOGOF)
- Point of sale advertising
- Free gifts/product trials
- Loyalty schemes
- Sponsorship

- Digital – e-commerce, websites, social media marketplace sites, online auction sites, downloads

4.7 The product lifecycle

- Development
- Introduction
- Growth
- Maturity
- Decline

4.8 Extension strategies for products in the product lifecycle and the appropriateness of each

- Advertising
- Price changes
- Adding value (improving the specification of an existing product)
- Exploration of new markets (geographic or target market)
- New packaging

4.9 Factors to consider when pricing a product to attract and retain customers

- Income levels of target customers
- Price of competitor products
- Cost of production
- Stage of the product lifecycle

4.10 Types of pricing strategies and the appropriateness of each

- Competitive pricing
- Psychological pricing
- Price skimming
- Price penetration

R069 (TA2): Create a promotional campaign for a brand and product

2.1 How to create a promotional campaign for a product/brand
2.1.1. Explain the objectives of a promotional campaign

- To raise awareness of a product or service

R069 (TA1): Develop a brand identity to target a specific customer profile

1.1 What is a brand?

- Brand personality (Durable, Luxurious, Sporty, Value for money, Exciting)
- Brand identity (Visual look, Colours used, Typeface, Logo placement)
- Brand image (Logo design, Customer perception, Brand association)

1.2 Why branding is used

- Trust
- Brand recognition
- Product image
- Differentiation
- Adding value
- Customer loyalty

1.3 Branding Methods

- Brand name
- Logo
- Sound/jingle
- Strapline
- Characters
- Celebrity endorsement

1.4 Produce a competitor analysis

1.4.1 Key factors when researching competing brands

- Strengths
- Weaknesses
- Unique selling point
- How the product proposal differs to those brands

1.4.2 Identify opportunities and threats in the external environment

- Economic
- Social

- To differentiate
- To create market presence
- To increase market share

2.1.2 Create a plan for a promotional campaign

- Appropriate timeframe for a whole campaign
- Appropriate timeframe for each activity within a promotional campaign
- Importance of review phase within a promotional campaign
- Importance of Key Performance Indicators (KPIs) within the promotional campaign

2.1.3 How to create appropriate promotional materials

- Appropriate for a given business proposal
- Appropriate for customer profile
- Complementary to each other and to the promotional materials

	- Technological - Ethical	
Homework	- Exam technique Questions - Key formula - Guided revision – assignments set on TEAMS including past papers, Unit focused mini-mocks - Business Knowledge videos on YouTube - Specific topic activity sheets to prepare for tasks	- Exam technique Questions - Key formula - Guided revision – assignments set on TEAMS including past papers, Unit focused mini-mocks - Business Knowledge videos on YouTube - Specific topic activity sheets to prepare for tasks
Assessment	- Regular use of R and Rs to assess prior learning. - Knowledge tests - Peer/self-assessment. - Unit assessments, feedback and PIT - Assessment of NEA work	- Regular use of R and Rs to assess prior learning. - Knowledge tests - Peer/self-assessment. - Unit assessments, feedback and PIT - Assessment of NEA work
Disciplinary Literacy Vocab	Marketing Mix, Product, Price, Place, Promotion, Brand Image, Premium, Economy, Target Market Segment, Advertising Medium, Non-digital, Leaflets, Newspapers, Magazines, Radio, Posters, Billboards, Cinema, Digital, Social Media, Video, Feedback, Social Networks, Websites, Online Banners, Pop-Ups, SMS Texts, Podcasts, Vlogs, Blogs, Sales Promotion, Discounts, Competitions, Buy One Get One Free, BOGOF, Point of Sale Advertising, Free Gifts, Product Trials, Loyalty Schemes, Sponsorship, Brand, Brand Personality, Durable, Luxurious, Sporty, Value for Money, Exciting, Brand Identity, Visual Look, Colours, Typeface, Logo Placement, Logo Design, Customer Perception, Brand Association, Trust, Brand Recognition, Product Image, Differentiation, Adding Value, Customer Loyalty, Brand Name, Sound, Jingle, Strapline, Characters, Celebrity Endorsement, Competitor Analysis, Strengths, Weaknesses, Unique Selling Point, USP, External Environment, Economic, Social, Technological, Ethical, Opportunities, Threats.	Public Relations, Product Placement, Celebrity Endorsement, Press Release, Media Release, Physical Selling, Shops, Face to Face, Digital Selling, E-commerce, Websites, Social Media Marketplace, Online Auction Sites, Downloads, Product Lifecycle, Development, Introduction, Growth, Maturity, Decline, Extension Strategies, Advertising, Price Changes, Adding Value, Specification, New Markets, Geographic Market, Target Market, New Packaging, Pricing Factors, Income Levels, Competitor Prices, Cost of Production, Lifecycle Stage, Pricing Strategies, Competitive Pricing, Psychological Pricing, Price Skimming, Price Penetration, Promotional Campaign, Campaign Objectives, Raise Awareness, Differentiate, Market Presence, Increase Market Share, Campaign Plan, Timeframe, Review Phase, Key Performance Indicators, KPIs, Promotional Materials, Business Proposal, Customer Profile, Complementary Materials.
Texts/ Resources and Revision Materials	Lesson Presentations on teams https://www.bbc.co.uk/bitesize/subjects/zpsvr82	Lesson Presentations on teams https://www.bbc.co.uk/bitesize/subjects/zpsvr82