

**Barnsley Academy – 10 CN Enterprise and Marketing Curriculum Overview 2023-24**

Autumn Term			Spring Term			Summer Term			
	Class Focus	Homework		Class Focus	Homework		Class Focus	Homework	
Week 1	Introduction to business and entrepreneurial skills		Week 1	<b>IMPROVEMENTS TO TASK 3</b> Task 4 - Self-assess design 1 and 2 explaining strengths, weaknesses, and link to MR/CP	Multiple choice quiz	Week 1	Coursework Catch up sessions		
Week 2	Task 1 - Methods of market research – Primary and secondary	Seneca – primary and secondary research methods	Week 2	Task 4 - Self-assess design 1 and 2 explaining strengths, weaknesses, and link to MR/CP		Week 2	Coursework Catch up sessions		
Week 3	Task 1 - Sampling methods	Multiple choice quiz	Week 3	Task 4 – Create the final design and annotate		Week 3	Exam Unit 1- Characteristics of an entrepreneur	Seneca – Enterprise and Entrepreneurs	
Week 4	Task 1 - Create practice primary and secondary research	Exam questions	Week 4	<b>IMPROVEMENTS TO TASK 4</b> Task 5 - Finance – Business costings introduction to Fixed costs, variable costs and Pricing strategies	Seneca – Finance	Week 4	Exam Unit 2 – Research methods and Market segmentation Exam Unit 3 - Finance	Exam questions	
Week 5	Task 1 – The purpose of market research and sampling	Seneca – Sampling methods	Week 5	Task 5– Pricing strategies, selling and predict sales	Seneca – Pricing strategies	Week 5	Exam Unit 5 – Business ownership	Seneca Business ownership	
Week 6	Task 1 - Create primary and secondary research resources	Exam questions	Week 6	Task 5 – Calculating costings	Finance exam questions	Week 6	Exam Unit 4 – Marketing Mix	Exam questions	
Week 7	Complete the research	Complete research at home – e.g fill in questionnaires, carry out interviews	Week 7	Task 5 - Introduction to Breakeven	Seneca – Breakeven	Week 7	Exam revision		
Week 8	Task 1 – Analyse findings		Week 8	Task 5 – Calculating Breakeven and the impact of changing the price Viability of the business	Exam questions	Week 8	Start R069 coursework Task 1 – Branding methods and identity	Multiple choice quiz	
Week 9	Task 1 – Analyse findings		Week 9	<b>IMPROVEMENTS TO TASK 5</b> Task 6 - Risks and how to reduce these risks	Multiple choice quiz	Week 9	Task 1 – Research competitors looking at strengths and weaknesses	Research logo and create a mood board of ideas	
Week 10	<b>IMPROVEMENTS TO TASK 1</b> Market segmentation and Customer profile theory	Seneca – Market segmentation	Week 10	Task 6 - Financial viability	Exam questions	Week 10	Task 1 - Brand identity Create logo	Create draft logo	
Week 11	Task 2 - Create a Customer profile and explain why they have selected that customer	Multiple choice quiz					Week 11	Task 1 – explaining the brand identity and reasons for selecting it <b>IMPROVEMENTS TO TASK 1</b>	Research different slogans and strap lines
Week 12	<b>IMPROVEMENTS TO TASK 2</b> Task 3 – Mood board ideas and explanations	Exam questions					Week 12	Timeline and promotional planning – table or Gantt chart	
Week 13	Task 3 – Design mix	Seneca – Design mix					Week 13		
Week 14	Task 3 - Create designs	Multiple choice quiz					Week 14	Coursework catch up	
Week 15	Task 3 – explain how the Design mix and MR was used to create a design	Exam questions							
Assessment	LO1 & LO2 COMPLETED		Assessment	LO3 & LO4 COMPLETED		Assessment	R068 completed Mock Exam		

**No Coursework to be completed at home**