

UNIT OVERVIEW & LEARNING JOURNEY



YEAR 11 – Enterprise & Marketing: TERM 1 & 2 R067 – Enterprise and marketing concepts

Aim of this unit:

This is a mandatory coursework unit that students will study for two terms, before sitting the exam in the summer 2025.

In this unit, students will learn how market research gives the entrepreneur an insight into the wants and needs of its customers, so that products and services can be developed to satisfy them. It also complements other competing products and services on the market to ensure a financially viable business. As well as understanding their target market's needs, they will learn how the marketing mix elements must be carefully blended to enhance business performance. They will examine each element individually and explore the decisions that an entrepreneur needs to make. They will learn about the types of ownership for an enterprise and sources of capital available. Running a successful enterprise can be tough, but there is a lot of support available, which they will learn about so that you can understand how to obtain timely and appropriate guidance.

Assessment Procedures:

This is an examined unit, which the students will sit in Year 11. This unit is worth 40% of the overall course. Grading for the course is:

- Pass - equivalent to grade 4 at GCSE
- Merit - equivalent to grade 5.5 at GCSE
- Distinction - equivalent to grade 7 at GCSE

Homework:

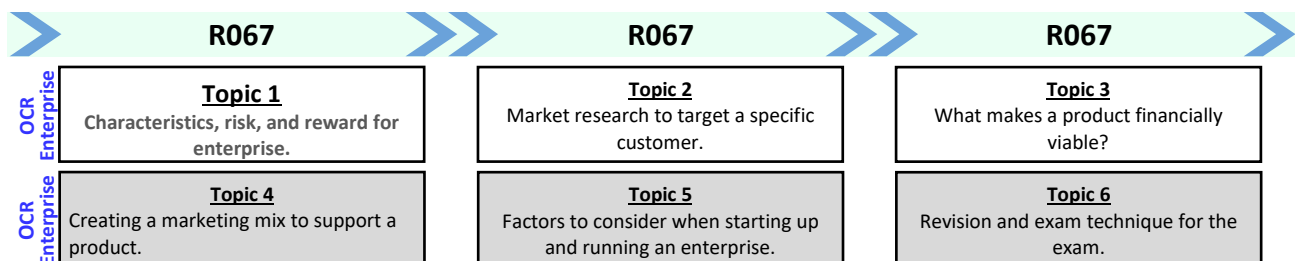
Homework will be set at least once a week. Details of individual homework can be found on Synergy.

How can you help?

Ensure your child attends sessions with their teacher after school to improve their coursework. They should also review their theory regularly at home, as well as complete homeworks thoroughly as they are all from past exam papers.

Encourage your child to read and watch the news regarding the business world and discuss this with them. Real life examples will enable them to gain a deeper understanding of the subject and topics they have studied.

FUTURE LEARNING:



J837: Level 2			My Target Grade:			L2P L2M L2D L2D*		
R068 (/60:30%)	Mark	Grade	R069 (/60:30%)	Mark	Grade	R067 (/80:40%)	Mark	Grade
Full Course			Total			Need on exam		



UNIT R067: ENTERPRISE AND MARKETING CONCEPTS

This unit will contribute to 40% of your final mark when you sit the exam in Year 11

Topic Area 1: Characteristics, risk, and rewards for enterprise

1.1 Characteristics of successful entrepreneurs

Characteristics of successful entrepreneurs: Creativity | Innovation | Risk-taking | Communication | Negotiation | Confidence | Determination

DATE:		
RAG RATE KEY		
☺	☹	⊗

1.2 Potential rewards for risk taking

Rewards of taking a risk: Financial | Independence | Self-satisfaction | Making a difference/change

DATE:		
RAG RATE KEY		
☺	☹	⊗

1.3 Potential drawbacks for risk taking

Drawbacks of taking risks: Financial | Health / wellbeing | Work-life balance | Personal relationships

DATE:		
RAG RATE KEY		
☺	☹	⊗

DATE:	TEST: TOPIC AREA 1					How confident do I feel about this topic?		
Total:	/20	Percentage:	%			☺	☹	⊗

Topic Area 2: Market research to target a specific customer

2.1 Purpose of market research

Purposes of market research: Risk | Reduce | Market | Customers | Views | Product development | Good | Service | Complements

DATE:		
RAG RATE KEY		
☺	☹	⊗

2.2 Primary market research methods

Main primary research methods: Observations | Questionnaires | Survey | Interviews | Focus groups | Consumer trials | Test marketing/pilots

DATE:		
RAG RATE KEY		
☺	☹	⊗

2.3 Secondary market research sources

Secondary market research methods: Internal data | Books | Newspapers | Trade magazines | Competitors data | Government publications | Mintel

DATE:		
RAG RATE KEY		
☺	☹	⊗

2.4 Types of data

Quantitative and qualitative data: Quantitative | Qualitative | Data | Benefits | Limitations

DATE:		
RAG RATE KEY		
☺	☹	⊗

2.5 Types of market segmentation

Main market segmentation methods: Age | Gender | Occupation | Income | Location | Lifestyle

DATE:		
RAG RATE KEY		
☺	☹	⊗

2.6 Benefits of market segmentation to a business

Benefits of market segmentation: Customer needs | Increased | Profits | Profitability | Target marketing | Customer retention | Potential | Market share

DATE:		
RAG RATE KEY		
☺	☹	⊗

DATE:	TEST: TOPIC AREA 2					How confident do I feel about this topic?		
Total:	/20	Percentage:	%			☺	☹	⊗



Topic Area 3: What makes a product financially viable

3.1 Cost of producing the product

Cost of producing the product: Fixed costs | Advertising | Insurance | Loan interest | Rent | Salaries | Utilities | Variable costs | Raw materials/components | Packaging | Wages | Total costs

DATE:
RAG RATE KEY
☺ ☹ ☻

3.2 Revenue generated by sales

Revenue: Observations | Questionnaires | Survey | Interviews | Focus groups | Consumer trials | Test marketing/pilots

DATE:
RAG RATE KEY
☺ ☹ ☻

3.3 Profit / loss

Profit / loss: Profit | Loss | Revenue | Total costs | Calculate | Unit | Output

DATE:
RAG RATE KEY
☺ ☹ ☻

3.4 How to use the formula for break-even

Break-even - how to use the formula: Break-even | Output | Revenue | Total costs | Selling price | Per unit | Break-even graph | Entrepreneur

DATE:
RAG RATE KEY
☺ ☹ ☻

3.5 Importance of cash

Importance of cash: Cash | Profit | Difference | Consequences

DATE:
RAG RATE KEY
☺ ☹ ☻

DATE:

TEST: TOPIC AREA 3

How confident do I feel about this topic?

Total:

/20

Percentage:

%

☺

☹

☻

Topic Area 4: Creating a marketing mix to support a product

4.1 The marketing mix elements for a good service

Marketing mix: Product | Price | Place | Promotion | Marketing mix

DATE:
RAG RATE KEY
☺ ☹ ☻

4.2 How the elements of a marketing mix work together

Marketing mix working together: Elements | Decisions | Marketing mix | Brand image | Premium | Economy | Target market | Segment | Satisfying

DATE:
RAG RATE KEY
☺ ☹ ☻

4.3 Types of advertising medium

Types of advertising medium: Non digital | Digital | Leaflets | Newspapers | Magazines | Radio | Posters | Billboards | Cinema | social media | Websites | Online banners / pop ups | SMS texts | Podcasts | vlogs / blogs

DATE:
RAG RATE KEY
☺ ☹ ☻

4.4 Sales promotion techniques

Sales promotion techniques: Discounts | Competitions | Buy one get one free | Point of sales | Free gifts | Product trials | Loyalty schemes | Sponsorship

DATE:
RAG RATE KEY
☺ ☹ ☻

4.5 Public relations

Public relations: Product placement | Celebrity endorsement | Press / media releases

DATE:
RAG RATE KEY
☺ ☹ ☻

4.6 How to sell the good / service

How to sell the good / service: Physical | Online | Shops | Face to face | Digital | e-commerce | Websites | social media | Marketplace | Online auctions | Downloads

DATE:
RAG RATE KEY
☺ ☹ ☻



Ad Astra

★ SINCERE ★ THOUGHTFUL ★ ASPIRATIONAL ★ RESILIENT ★ SOLIDARITY ★

STARS

4.7 The product lifecycle				
Product lifecycle: Development Introduction Growth Maturity Decline	<table border="1"> <tr><td>DATE:</td></tr> <tr><td>RAG RATE KEY</td></tr> <tr><td>☺ ☹ ☹</td></tr> </table>	DATE:	RAG RATE KEY	☺ ☹ ☹
DATE:				
RAG RATE KEY				
☺ ☹ ☹				
4.8 Extension strategies				
Extension strategies: Advertising Price changes Adding values Exploration of new markets New packaging	<table border="1"> <tr><td>DATE:</td></tr> <tr><td>RAG RATE KEY</td></tr> <tr><td>☺ ☹ ☹</td></tr> </table>	DATE:	RAG RATE KEY	☺ ☹ ☹
DATE:				
RAG RATE KEY				
☺ ☹ ☹				
4.9 Factors to consider when pricing				
Factors to consider when pricing a product: Income Target Customers Price competitor Cost of production Stage Product lifecycle	<table border="1"> <tr><td>DATE:</td></tr> <tr><td>RAG RATE KEY</td></tr> <tr><td>☺ ☹ ☹</td></tr> </table>	DATE:	RAG RATE KEY	☺ ☹ ☹
DATE:				
RAG RATE KEY				
☺ ☹ ☹				
4.10 Types of pricing strategies				
Pricing strategies: Competitive pricing Psychological pricing Price skimming Price penetration	<table border="1"> <tr><td>DATE:</td></tr> <tr><td>RAG RATE KEY</td></tr> <tr><td>☺ ☹ ☹</td></tr> </table>	DATE:	RAG RATE KEY	☺ ☹ ☹
DATE:				
RAG RATE KEY				
☺ ☹ ☹				

DATE:	TEST: TOPIC AREA 4	How confident do I feel about this topic?
Total: /20	Percentage: %	☺ ☹ ☹

Topic Area 5: Factors to consider when starting up and running an enterprise

5.1 Appropriate forms of ownership				
Appropriate forms of ownership: Sole trader Partnership Private limited company Franchises Liability Responsibility Decisions distribution of profit	<table border="1"> <tr><td>DATE:</td></tr> <tr><td>RAG RATE KEY</td></tr> <tr><td>☺ ☹ ☹</td></tr> </table>	DATE:	RAG RATE KEY	☺ ☹ ☹
DATE:				
RAG RATE KEY				
☺ ☹ ☹				
5.2 Sources of capital				
Sources of capital: Own savings Friends and family Loans Crowdfunding Grants Business angels	<table border="1"> <tr><td>DATE:</td></tr> <tr><td>RAG RATE KEY</td></tr> <tr><td>☺ ☹ ☹</td></tr> </table>	DATE:	RAG RATE KEY	☺ ☹ ☹
DATE:				
RAG RATE KEY				
☺ ☹ ☹				
3.3 Profit / loss				
Profit / loss: Profit Loss Revenue Total costs Calculate Unit Output	<table border="1"> <tr><td>DATE:</td></tr> <tr><td>RAG RATE KEY</td></tr> <tr><td>☺ ☹ ☹</td></tr> </table>	DATE:	RAG RATE KEY	☺ ☹ ☹
DATE:				
RAG RATE KEY				
☺ ☹ ☹				
5.3 Support for enterprise				
Break-even - how to use the formula: Break-even Output Revenue Total costs Selling price Per unit Break-even graph Entrepreneur	<table border="1"> <tr><td>DATE:</td></tr> <tr><td>RAG RATE KEY</td></tr> <tr><td>☺ ☹ ☹</td></tr> </table>	DATE:	RAG RATE KEY	☺ ☹ ☹
DATE:				
RAG RATE KEY				
☺ ☹ ☹				
3.5 Importance of cash				
Support for enterprise: Finance providers Bank Business Angel Local council Accountants solicitors Friends / family Chamber of Commerce Government Charities	<table border="1"> <tr><td>DATE:</td></tr> <tr><td>RAG RATE KEY</td></tr> <tr><td>☺ ☹ ☹</td></tr> </table>	DATE:	RAG RATE KEY	☺ ☹ ☹
DATE:				
RAG RATE KEY				
☺ ☹ ☹				

DATE:	TEST: TOPIC AREA 4	How confident do I feel about this topic?
Total: /20	Percentage: %	☺ ☹ ☹

Mock Exam Papers			My Target Grade: L2P L2M L2D L2D*					
Mock 1	Mark	Grade	Mock 2	Mark	Grade	Mock 3	Mark	Grade