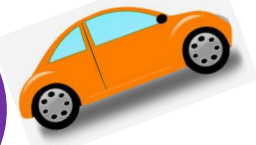




Enterprise and Marketing Year 10 Learning Journey



7. R069
-Develop Brand Personalty

Summative Assessment 3
Week 31/32

DP3
Week 37

End of Term 3

Half Term

6. R069
-Introduce Assignment
-Develop a Brand

End of Term 2

5. R068
-Break Even
-Financial viability
-Risks and challenges

DP2
Week 22

4. R068
-Revenue, costs and profit
-Pricing strategies



2. R068
-Market Segmentation
-Design Mix
-Product Design

DP1
Week 10

End of Term 1

3. R068
-Reviewing Designs

Summative Assessment 2
Week 15

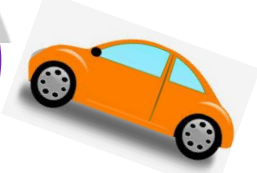
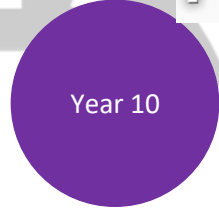
Half Term



Half Term

Summative Assessment 1
Week 4

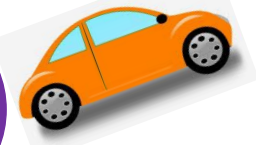
1. R068
-Introduction to Assignment
-Market research
-Sampling Methods





Enterprise and Marketing Year 11 Learning Journey

Year 12
and A
Level



4. R067
-Revision

Half
Term

4. R067
-Revision

End of
Term
3

Monthly Budget

Category	Projected	Actual	Difference
PROJECTED MONTHLY INCOME			
Income 1	€ 1,500.00	€ 1,500.00	€ 0.00
Extra income	€ 3,000.00	€ 3,000.00	€ 0.00
Total monthly income	€ 4,500.00	€ 4,500.00	€ 0.00
ACTUAL MONTHLY INCOME			
Income 1	€ 1,500.00	€ 1,500.00	€ 0.00
Extra income	€ 3,000.00	€ 3,000.00	€ 0.00
Total monthly income	€ 4,500.00	€ 4,500.00	€ 0.00
ACTUAL MONTHLY COST			
Projected Cost	€ 1,400.00	€ 1,400.00	€ 100.00
Housing	€ 60.00	€ 100.00	€ (40.00)
Mortgage or rent	€ 50.00	€ 60.00	€ (10.00)
Phone	€ 200.00	€ 180.00	€ 20.00
Electricity	€ 50.00	€ 48.00	€ 2.00
Gas			
Water and sewer			
Mobile			
With removal			
Repairs			
Total	€ 1,788.00	€ 1,788.00	€ 0.00

5. R067
-Advertising
-Sales Promotion
-Public Relation
-Product Life Cycle
-Ownership
-Sources of finance

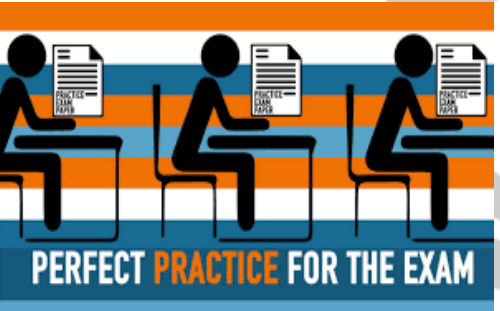
Half
Term

4. R067
-Revision

DP1
Week
26

End of
Term
2

PPEs
Assessment 2
Week 24



3. R067
-Entrepreneur
-Market Research
-Market Segmentation
-Costs
-Revenue
-Profit

End of
Term
1

PPEs Weeks
14-15

DP2
Week
17

4. R067
-Break Even
-Marketing Mix



Half
Term

2. R069
-Designing a pitch
-Making a pitch
-Reflecting on a pitch

DP1
Week
6

Summative
Assessment 1
Week 5

1. R069
-Branding
-Promotional
campaign

Year 11

