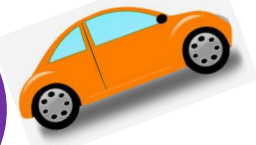




# Enterprise and Marketing Year 11 Learning Journey

Year 12  
and A  
Level



4. R067  
-Revision

Half  
Term

4. R067  
-Revision

End of  
Term  
3

Monthly Budget

	Projected	Actual	Difference
<b>PROJECTED MONTHLY INCOME</b>			
Income 1	€ 1,500.00	€ 300.00	
Extra monthly income	€ 3,000.00		
<b>Total monthly income</b>	<b>€ 4,500.00</b>		
<b>ACTUAL MONTHLY INCOME</b>			
Income 1	€ 3,000.00		
Extra monthly income	€ 3,000.00		
<b>Total monthly income</b>	<b>€ 6,000.00</b>		
<b>ACTUAL MONTHLY COST</b>			
Projected Cost	Actual Cost	Difference	
1,500.00	€ 1,400.00	€ 100.00	
HOUSING			
Mortgage or rent	€ 60.00	€ 100.00	€ (40.00)
Phone	€ 50.00	€ 60.00	€ (10.00)
Electricity	€ 200.00	€ 180.00	€ 20.00
Gas	€ 50.00	€ 48.00	€ 2.00
Water and sewer			
Waste			
With removal			
repairs			
			€ 1,788.00

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

