

Year 11		<b>Curriculum Checkpoints: What do students know and what can they do?</b>			
Enterprise & Marketing Term 1		Developing	Securing	Mastering	Excelling
AF1	Developing a brand	I have <b>knowledge</b> of: what branding is and the different methods. Understand what a brand personality is.	I can <b>analyse and apply</b> what branding is and the different methods. Understand what a brand personality is.	I can <b>analyse and apply in context</b> , what branding is and the different methods. Understand what a brand personality is.	I can <b>confidently analyse and apply</b> what branding is and the different methods. Understand what a brand personality is.
AF2	Developing a promotional campaign	I have <b>knowledge</b> of: promotional objectives and KPIs. What digital and non-digital promotional methods are. Understanding of how they work together successfully.	I can <b>analyse and apply</b> promotional objectives and KPIs. What digital and non-digital promotional methods are. Understanding of how they work together successfully.	I can <b>analyse and apply in context</b> promotional objectives and KPIs. What digital and non-digital promotional methods are. Understanding of how they work together successfully.	I can <b>confidently analyse and apply</b> promotional objectives and KPIs. What digital and non-digital promotional methods are. Understanding of how they work together successfully.
AF3	Develop a pitch	I have <b>knowledge</b> of: Factors for consideration when planning a pitch for a business proposal. Resources/supporting materials produced. Understands questions that the audience may pose when doing a pitch.	I can <b>analyse and apply</b> Factors for consideration when planning a pitch for a business proposal. Resources/supporting materials produced. Understands questions that the audience may pose when doing a pitch	I can <b>analyse and apply in context</b> Factors for consideration when planning a pitch for a business proposal. Resources/supporting materials produced. Understands questions that the audience may pose when doing a pitch	I can <b>confidently analyse and apply show a</b> Factors for consideration when planning a pitch for a business proposal. Resources/supporting materials produced. Understands questions that the audience may pose when doing a pitch
AF5	Reflect on a pitch	I have <b>knowledge</b> of: Factors for consideration reviewing pitch/pitching skills. Looking at Strengths and areas for development regarding the pitch/pitching skills. Success criteria are identified.	I can <b>analyse and apply</b> Factors for consideration reviewing pitch/pitching skills. Looking at Strengths and areas for development regarding the pitch/pitching skills. Success criteria are identified.	I can <b>analyse and apply in context</b> Factors for consideration reviewing pitch/pitching skills. Looking at Strengths and areas for development regarding the pitch/pitching skills. Success criteria are identified.	I can <b>confidently analyse and apply show a</b> Factors for consideration reviewing pitch/pitching skills. Looking at Strengths and areas for development regarding the pitch/pitching skills. Success criteria are identified.
Enterprise & Marketing Term 2		Developing	Securing	Mastering	Excelling
AF1	Entrepreneur	I have <b>knowledge</b> of: what entrepreneurs are and the risk and rewards taken.	I can <b>analyse and apply</b> what entrepreneurs are and the risk and rewards taken.	I can <b>analyse and apply in context</b> , what entrepreneurs are and the risk and rewards taken.	I can <b>confidently analyse and apply</b> what entrepreneurs are and the risk and rewards taken.
AF2	Market research and segments	I have <b>knowledge</b> of: what market research is and the types of market research. In addition to what is market segmentation, the types of segmentation and why it is carried out.	I can <b>analyse and apply</b> what market research is and the types of market research. In addition to what is market segmentation, the types of segmentation and why it is carried out.	I can <b>analyse and apply in context</b> what market research is and the types of market research. In addition to what is market segmentation, the types of segmentation and why it is carried out.	I can <b>confidently analyse and apply</b> what market research is and the types of market research. In addition to what is market segmentation, the types of segmentation and why it is carried out.
AF3	Revenue costs and profits	I have <b>knowledge</b> of: What the different costs are including, fixed and variable, how to calculate total revenue and profit.	I can <b>analyse and apply</b> What the different costs are including, fixed and variable, how to calculate total revenue and profit.	I can <b>analyse and apply in context</b> What the different costs are including, fixed and variable, how to calculate total revenue and profit.	I can <b>confidently analyse and apply show a</b> What the different costs are including, fixed and variable, how to calculate total revenue and profit.

AF5	Marketing mix and break even	I have <b>knowledge</b> of: Understanding of the four P's of the marketing mix and how they work. What break even is, how to calculate it and how to interpret the break even chart.	I can <b>analyse and apply</b> Understanding of the four P's of the marketing mix and how they work. What break even is, how to calculate it and how to interpret the break even chart.	I can <b>analyse and apply in context</b> Understanding of the four P's of the marketing mix and how they work. What break even is, how to calculate it and how to interpret the break even chart. .	I can <b>confidently analyse and apply show a</b> Understanding of the four P's of the marketing mix and how they work. What break even is, how to calculate it and how to interpret the break even chart.
Enterprise & Marketing Term 3		Developing	Securing	Mastering	Excelling
AF1	Advertising and sales promotion	I have <b>knowledge</b> of: what the different types of advertising is and how it is used to attract customers. What the different sales promotion used in business to attract customers	I can <b>analyse and apply</b> what the different types of advertising is and how it is used to attract customers. What the different sales promotion used in business to attract customers	I can <b>analyse and apply in context</b> , what the different types of advertising is and how it is used to attract customers. What the different sales promotion used in business to attract customers.	I can <b>confidently analyse and apply</b> what the different types of advertising is and how it is used to attract customers. What the different sales promotion used in business to attract customers
AF2	Public Relation and Product life cycle	I have <b>knowledge</b> of: what public relation is, label and interpret the product lifecycle.	I can <b>analyse and apply</b> what market research is and the types of market research. In addition to what is market segmentation, the types of segmentation and why it is carried out.	I can <b>analyse and apply in context</b> what market research is and the types of market research. In addition to what is market segmentation, the types of segmentation and why it is carried out.	I can <b>confidently analyse and apply</b> what market research is and the types of market research. In addition to what is market segmentation, the types of segmentation and why it is carried out.
AF3	Ownership	I have <b>knowledge</b> of: What the different forms of ownership there are in business including sole trader, partnerships (Limited liability partnership), private limited company and Franchising.	I can <b>analyse and apply</b> What the different forms of ownership there are in business including sole trader, partnerships (Limited liability partnership), private limited company and Franchising.	I can <b>analyse and apply in context</b> What the different forms of ownership there are in business including sole trader, partnerships (Limited liability partnership), private limited company and Franchising.	I can <b>confidently analyse and apply show a</b> What the different forms of ownership there are in business including sole trader, partnerships (Limited liability partnership), private limited company and Franchising.
AF5	Source of capital	I have <b>knowledge</b> of: Understanding of relative advantages and disadvantages of each source of capital, including own savings, friends and family, loans, crowdfunding, grants, business angel. Sources of capital could be used for start-up and business expansion. Friends and family may offer financial support as a gift or a loan.	I can <b>analyse and apply</b> Understanding of relative advantages and disadvantages of each source of capital, including own savings, friends and family, loans, crowdfunding, grants, business angel. Sources of capital could be used for start-up and business expansion. Friends and family may offer financial support as a gift or a loan.	I can <b>analyse and apply in context</b> Understanding of relative advantages and disadvantages of each source of capital, including own savings, friends and family, loans, crowdfunding, grants, business angel. Sources of capital could be used for start-up and business expansion. Friends and family may offer financial support as a gift or a loan.	I can <b>confidently analyse and apply show a</b> Understanding of relative advantages and disadvantages of each source of capital, including own savings, friends and family, loans, crowdfunding, grants, business angel. Sources of capital could be used for start-up and business expansion. Friends and family may offer financial support as a gift or a loan.