



# Curriculum Summary Document

## Year 10 Enterprise & Marketing

Module/Unit of Learning	Term Taught	What will students learn?	How will this build a broad and strong foundation?	Links to other subjects
R067 TA1 R067 TA2  R068 TA1 R068 TA2	1a	Characteristics of an entrepreneur, risk and reward. Market research and segmentation Market research (coursework) Customer Profile (coursework)	<b>Understand entrepreneurship holistically</b> – combining traits, decision-making, and strategic thinking. <b>Develop analytical skills</b> – through research, segmentation, and customer profiling. <b>Connect theory to practice</b> – by learning how to identify opportunities, target markets, and understand customers.	
R067 TA3  R068 TA3.1 R068 TA3.2	1b	What makes a product financially viable Design proposal (coursework) Product proposal (coursework)	Understand the <b>financial realities of product development</b> . Connect <b>design and creativity with market research and customer needs</b> . Develop the ability to <b>plan, justify, and communicate a product idea</b> effectively.	
R068 TA3.2 R068 TA4 & TA5	2a	Product proposal (coursework) Product review and risks (coursework)	☑ <b>Planning and proposal skills</b> – creating viable product ideas.☑ <b>Evaluation and improvement skills</b> – reviewing products to enhance quality and customer satisfaction.☑ <b>Risk management skills</b> – anticipating and managing potential issues.	
R067 TA4 R067 TA5	2b	Creating a Marketing Mix Factors to consider when starting and running a business	☑ Understand <b>how to market products effectively</b> using the marketing mix.☑ Learn the <b>practical and strategic considerations</b> needed to start and run a business successfully.☑ Combine <b>customer-focused thinking with operational and strategic awareness</b> , creating a strong business foundation.	
R069 TA1 R069 TA2 R069 TA3	3a	Developing a brand Create a promotional campaign Develop a pitch	☑ <b>Brand identity and customer perception</b> – understanding how a business is seen in the market. <b>Marketing and promotion skills</b> – planning campaigns that attract and engage the target audience. <b>Communication and persuasion skills</b> – presenting ideas effectively to investors, customers, or stakeholders.	
R069 TA1 R069 TA2 R069 TA3	3b	Developing a brand (coursework) Create a promotional campaign (coursework) Develop a pitch (coursework)		