

## SPRING/SUMMER 2022

**SUBJECT: Enterprise & Marketing**

**Year: 11**

**Topic(s) to be covered:**

**R084: Enterprise & Marketing concepts**

This is an examined unit and students have revised 2 of the 6 learning objectives.

This term they will cover:

<b>LO 3 - Understand product development</b>	Students will learn about product lifecycle, extension strategies and impact of external factors on product development.
<b>LO 4 - Understand how to attract and retain customers</b>	Students will learn about the different elements of the marketing mix in detail.
<b>LO 5 - Understand factors for consideration when starting up a business</b>	Students will learn about the different ownership options when opening a business, possible sources of finance, start-up costs and business plans.
<b>LO 6 - Understand different functional activities needed to support a business start-up</b>	Students will learn about the main function areas in business in detail.

**R065: Design a business proposal**

This piece of coursework was submitted in January so we should have the results back by end of March. Students will have the opportunity to improve on this piece of work and resubmit in the summer.

**Assessment Procedures**

Students will be graded on their coursework (R082), once completed. They will be given a mock every month on the examination unit (R081).

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

During each Unit, students should also track their own performance and are encouraged to use the Assessment Objectives to monitor own progress whilst completing each task.

**Homework guidance**

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

**How can you help?**

Ensure your child completes homework in time and to a good standard both written and revision tasks.

Encourage your child to review their theory regularly at home, as well as complete homeworks thoroughly as they are all from past exam papers.