

Year 11 – CTEC Enterprise and Marketing RR Curriculum Spring term

WB	Lesson	Key content	Online lesson link
6 th January	1.1 Characteristics of successful entrepreneurs	<input type="checkbox"/> Creativity <input type="checkbox"/> Innovation <input type="checkbox"/> Risk-taking <input type="checkbox"/> Communication <input type="checkbox"/> Negotiation <input type="checkbox"/> Confidence <input type="checkbox"/> Determination	R067 - In under 50 mins
12 th January		<input type="checkbox"/> Financial <input type="checkbox"/> Independence <input type="checkbox"/> Self-satisfaction <input type="checkbox"/> Making a difference/change <input type="checkbox"/> Financial <input type="checkbox"/> Health/wellbeing <input type="checkbox"/> Work-life balance <input type="checkbox"/> Personal relationships	R067 - In under 50 mins

19 th January	2.1 The purpose of market research	<input type="checkbox"/> To reduce risk <input type="checkbox"/> To aid decision making <input type="checkbox"/> To understand the market <input type="checkbox"/> To gain customers' views and understand their needs/wants <input type="checkbox"/> To inform product development <input type="checkbox"/> To understand how a good/service complements others on the market	R067 - In under 50 mins
26 th January	2.2 Primary market research methods 2.3 Secondary market research sources	<input type="checkbox"/> Observations <input type="checkbox"/> Questionnaires/surveys/interviews <input type="checkbox"/> Focus groups <input type="checkbox"/> Consumer trials <input type="checkbox"/> Test marketing/pilots <input type="checkbox"/> Internal data <input type="checkbox"/> Books/newspapers/trade magazines <input type="checkbox"/> Competitors' data <input type="checkbox"/> Government publications and statistics <input type="checkbox"/> Mintel or similar	
02 nd February	2.4 Types of data	<input type="checkbox"/> Quantitative <input type="checkbox"/> Qualitative <input type="checkbox"/> Age <input type="checkbox"/> Gender <input type="checkbox"/> Occupation	R067 - 2.6 - The benefits of market segmentation to a business

	2.5 Types of market segmentation	<input type="checkbox"/> Income <input type="checkbox"/> Location <input type="checkbox"/> Lifestyle	
09 th February	2.6 The benefits of market segmentation to a business	<input type="checkbox"/> Ensures specific customer needs are matched and met <input type="checkbox"/> Potential for increased profits/profitability <input type="checkbox"/> Enables targeted marketing <input type="checkbox"/> Increased customer retention <input type="checkbox"/> Potential for an increase in market share	
16th February	Half Term	Half Term	Half Term
23 rd February	3.1 Cost of producing the product	<input type="checkbox"/> Fixed costs (costs which do not vary with output) <input checked="" type="checkbox"/> Advertising <input checked="" type="checkbox"/> Insurance <input checked="" type="checkbox"/> Loan interest <input checked="" type="checkbox"/> Rent <input checked="" type="checkbox"/> Salaries <input checked="" type="checkbox"/> Utilities	R067 - 3.1 - Cost of producing the product

		<input type="checkbox"/> Variable costs (costs which vary with output) <input checked="" type="checkbox"/> Raw materials/components <input checked="" type="checkbox"/> Packaging <input checked="" type="checkbox"/> Wages <input type="checkbox"/> Total cost <input checked="" type="checkbox"/> Fixed costs + variable costs	
02 nd March	3.1 Cost of producing the product	<input type="checkbox"/> Fixed costs (costs which do not vary with output) <input checked="" type="checkbox"/> Advertising <input checked="" type="checkbox"/> Insurance <input checked="" type="checkbox"/> Loan interest <input checked="" type="checkbox"/> Rent <input checked="" type="checkbox"/> Salaries <input checked="" type="checkbox"/> Utilities <input type="checkbox"/> Variable costs (costs which vary with output) <input checked="" type="checkbox"/> Raw materials/components <input checked="" type="checkbox"/> Packaging <input checked="" type="checkbox"/> Wages <input type="checkbox"/> Total cost	R067 - 3.1 - Cost of producing the product

		☑ Fixed costs + variable costs	
09 th March		☐ Calculate total revenue (Selling price per unit x Number of sales)	R067 - 3.1 - Cost of producing the product
16 th March	3.3 Profit/loss	☐ Calculate profit/loss per unit = Revenue (selling price) per unit - Total costs per unit	R067 - 3.1 - Cost of producing the product
23 rd March	3.3 Profit/loss	☐ Calculate profit for a given level of output = Total revenue - Total costs	R067 - 3.1 - Cost of producing the product
30th March	Easter		