

# Year 11 – CTEC Enterprise and Marketing RR Curriculum Spring term

WB	Lesson	Key content	Online lesson link
6 <sup>th</sup> 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	<a href="#">R067 - In under 50 mins</a>
12 <sup>th</sup> 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	<a href="#">R067 - In under 50 mins</a>

19 <sup>th</sup> 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	<u>R067 - In under 50 mins</u>
26 <sup>th</sup> 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 <sup>nd</sup> 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	<u>R067 - 2.6 - The benefits of market segmentation to a business</u>

	2.5 Types of market segmentation	<input type="checkbox"/> Income <input type="checkbox"/> Location <input type="checkbox"/> Lifestyle	
09 <sup>th</sup> 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	
<b>16<sup>th</sup> February</b>	<b>Half Term</b>	Half Term	Half Term
23 <sup>rd</sup> 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	<a href="#"><u>R067 - 3.1 - Cost of producing the product</u></a>

		<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 <sup>nd</sup> 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	<a href="#"><u>R067 - 3.1 - Cost of producing the product</u></a>

		☒ Fixed costs + variable costs	
09 <sup>th</sup> March		<input type="checkbox"/> Calculate total revenue (Selling price per unit x Number of sales)	<a href="#"><u>R067 - 3.1 - Cost of producing the product</u></a>
16 <sup>th</sup> March	3.3 Profit/loss	<input type="checkbox"/> Calculate profit/loss per unit = Revenue (selling price) per unit - Total costs per unit	<a href="#"><u>R067 - 3.1 - Cost of producing the product</u></a>
23 <sup>rd</sup> March	3.3 Profit/loss	<input type="checkbox"/> Calculate profit for a given level of output = Total revenue - Total costs	<a href="#"><u>R067 - 3.1 - Cost of producing the product</u></a>
<b>30<sup>th</sup> March</b>	Easter		