

<b>Subject</b>	Enterprise and Marketing
<b>Director of subject</b>	Ms H Ahmed
<b>Subject Intent</b>	<p>We intend our curriculum to be interesting and challenging. We aim to build the key skills and knowledge required for students to understand the challenges of the rapidly growing business environment. The curriculum enables all students to meet or exceed their aspirations. To cater for a variety of learning styles, there is a combination of theory , practical , independent and group learning.</p> <p>Students understand that the business world is now global and how they would need to ensure a much larger target audience is met.</p> <p>The knowledge to understand the importance of market segmentation and customer profiling, how to design, develop and promote a product.</p> <p>Students will develop employability skills , such as working with other people, being reliable and dependable , and willingness to learn.</p>
<b>Years of study</b>	Year 10 and Year 11
<b>Exam board</b>	OCR Cambridge Nationals
<b>External websites utilised</b>	Businessest.co.uk

Useful resources			My Revision Notes			
			OCR			
Years	HT1	HT2	HT3	HT4	HT5	HT6
Year 7						
Year 8						
Year 9						
Year 10	Market Research	Customer profile	Designing a product	Evaluation, pricing & costing	Developing a brand identity  What are promotions?	Planning a promotional campaign
Year 11	Delivering a promotional campaign	Reflect on your pitch and business proposal	Exam Revision  Rewards and risk taking	Exam Revision  R067	Exam Revision  R067	