

HT4 Year Y11 Enterprise and Marketing

Week	Lesson Coverage	Independent Learning	GCSE Pod links
1. w/c 19 th February	Begin unit RO67 (Exam) Topic 1: Characteristics, risk and reward for enterprise Topic 2: Market research to target a specific customer	Revisit pages 2-10 of booklet Revisit pages 11-22 of booklet	https://members.gcsepod.com/shared/podcasts/chapter/76939 https://members.gcsepod.com/shared/podcasts/chapter/79609
2. w/c 26 th February	Topic 2: Market research to target a specific customer Topic 3: What makes a product financially viable	Revisit pages 11-22 of booklet Revisit pages 23-30 of booklet	https://members.gcsepod.com/shared/podcasts/chapter/79609 https://members.gcsepod.com/shared/podcasts/chapter/70600
3. w/c 4 th March	Topic 3: What makes a product financially viable Topic 4: Creating a marketing mix to support a product	Revisit pages 23-30 of booklet Revisit pages 31-60 of booklet	https://members.gcsepod.com/shared/podcasts/chapter/81670 https://members.gcsepod.com/shared/podcasts/chapter/70600 https://members.gcsepod.com/shared/podcasts/chapter/70578
4. w/c 11 th March	Topic 4: Creating a marketing mix to support a product Topic 5: Factors to consider when starting up and running an enterprise	Revisit pages 31-60 of booklet Revisit pages of 61-74 of booklet	https://members.gcsepod.com/shared/podcasts/chapter/70578 https://members.gcsepod.com/shared/podcasts/chapter/70589 https://members.gcsepod.com/shared/podcasts/chapter/78383 https://members.gcsepod.com/shared/podcasts/chapter/78390 https://members.gcsepod.com/shared/podcasts/chapter/78397 https://members.gcsepod.com/shared/podcasts/chapter/78404 https://members.gcsepod.com/shared/podcasts/chapter/70575
5. w/c 18 th March	Final Year 11 mock Window	Revision for unit RO67 using resources from Teams.	Access revision materials on Teams
6. w/c 25 th March	Revisit key concepts of Topic 1: Characteristics, risk and reward for enterprise	Exam questions	Access revision materials on Teams