

# Year 11 Enterprise and Marketing

Week	Topic Areas	Resources	GCSE Pod links
<b>WC 29<sup>th</sup> March</b>	<p><b>LO1 – Understand how to Target a market</b></p> <ul style="list-style-type: none"> <li>• The need for customer segmentation</li> <li>• Types of Market Segmentation</li> <li>• The Purpose of market research</li> <li>• Primary market research</li> <li>• Secondary market research</li> <li>• Types of customer feedback</li> </ul>	<p>You are to research and prepare a revision sheet for these areas. You are to prepare a comprehensive revision aid (including a mind map) in preparation for the R064 Assessment WC 3<sup>rd</sup> May and WC 17<sup>th</sup> May.</p> <p>Please use the GCSE Pod Links opposite to support your topic revision.</p> <p style="text-align: center;">The Learning Outcome Tests (Test and Mark Scheme on Teams)</p> <p>The revision materials you were issued in preparation for the January Exam.</p>	<p>LO1 – Understand how to target a market</p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/79877">https://members.gcsepod.com/shared/podcasts/chapter/79877</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/79609">https://members.gcsepod.com/shared/podcasts/chapter/79609</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/79870">https://members.gcsepod.com/shared/podcasts/chapter/79870</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/79893">https://members.gcsepod.com/shared/podcasts/chapter/79893</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/62333">https://members.gcsepod.com/shared/podcasts/chapter/62333</a></p>
<b>WC 5<sup>th</sup> April</b>	<p><b>LO2 – What makes a product or service financially viable</b></p> <p>Costs of producing products/services:</p> <ul style="list-style-type: none"> <li>• Fixed costs to include: rent, loans, insurance, advertising, salaries, utilities and variable costs which include: raw materials, components, stock, packaging.</li> <li>• How to calculate total revenue</li> <li>• break-even including definition and how to calculate.</li> <li>• break-even focusing on how to construct break even graphs.</li> <li>• How useful the concept of break-even is for business decision making and how to interpret break-even for a business</li> <li>• How profit is calculated in units and output by business</li> </ul>	<p>You are to research and prepare a revision sheet for these areas. You are to prepare a comprehensive revision aid (including a mind map) in preparation for the R064 Assessment WC 3<sup>rd</sup> May and WC 17<sup>th</sup> May.</p> <p>Please use the GCSE Pod Links opposite to support your topic revision.</p> <p style="text-align: center;">The Learning Outcome Tests (Test and Mark Scheme on Teams)</p> <p>The revision materials you were issued in preparation for the January Exam.</p>	<p>LO2 - Finance</p> <p><a href="https://members.gcsepod.com/shared/playlists/playlist/3567153">https://members.gcsepod.com/shared/playlists/playlist/3567153</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/62293">https://members.gcsepod.com/shared/podcasts/chapter/62293</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/62376">https://members.gcsepod.com/shared/podcasts/chapter/62376</a></p>

<p><b>WC 12<sup>th</sup> April</b></p>	<p><b>LO3 – Product Development</b></p> <ul style="list-style-type: none"> <li>• product lifecycle focusing on: <ul style="list-style-type: none"> <li>○ Development, introduction, growth, maturity and decline.</li> </ul> </li> <li>• Product life cycle focusing on extension strategies.</li> <li>• product differentiation in business by creating: <ul style="list-style-type: none"> <li>○ strong brands</li> <li>○ design mix models</li> <li>○ USP's.</li> </ul> </li> <li>• External factors on product development focusing on <ul style="list-style-type: none"> <li>○ Economic issues</li> <li>○ Legal issues.</li> </ul> </li> <li>• product lifecycle focusing on: <ul style="list-style-type: none"> <li>○ Development, introduction, growth, maturity and decline.</li> </ul> </li> <li>• Product life cycle focusing on extension strategies.</li> <li>• product differentiation in business by creating: <ul style="list-style-type: none"> <li>○ strong brands</li> <li>○ design mix models</li> <li>○ USP's.</li> </ul> </li> <li>• External factors on product development focusing on <ul style="list-style-type: none"> <li>○ Economic issues</li> <li>○ Legal issues.</li> </ul> </li> </ul>	<p>You are to research and prepare a revision sheet for these areas. You are to prepare a comprehensive revision aid (including a mind map) in preparation for the R064 Assessment WC 3<sup>rd</sup> May and WC 17<sup>th</sup> May.</p> <p>Please use the GCSE Pod Links opposite to support your topic revision.</p> <p>The Learning Outcome Tests (Test and Mark Scheme on Teams)</p> <p>The revision materials you were issued in preparation for the January Exam.</p>	<p>LO3 – Product</p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/62309">https://members.gcsepod.com/shared/podcasts/chapter/62309</a></p> <p><a href="https://members.gcsepod.com/shared/playlists/playlist/3567163">https://members.gcsepod.com/shared/playlists/playlist/3567163</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/62311">https://members.gcsepod.com/shared/podcasts/chapter/62311</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/62312">https://members.gcsepod.com/shared/podcasts/chapter/62312</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/62310">https://members.gcsepod.com/shared/podcasts/chapter/62310</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/62313">https://members.gcsepod.com/shared/podcasts/chapter/62313</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/62318">https://members.gcsepod.com/shared/podcasts/chapter/62318</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/62305">https://members.gcsepod.com/shared/podcasts/chapter/62305</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/83194">https://members.gcsepod.com/shared/podcasts/chapter/83194</a></p>
<p><b>WC 19<sup>th</sup> April</b></p>	<p><b>LO4 - Understand how to attract and retain customers</b></p> <ul style="list-style-type: none"> <li>• How businesses consider how to price a product to attract/retain customers.</li> <li>• Pricing strategies to include: <ul style="list-style-type: none"> <li>○ Competitive pricing</li> <li>○ Psychological pricing</li> <li>○ Price skimming</li> <li>○ Price penetration.</li> </ul> </li> <li>• Impact of different types of advertising methods that businesses use to: <ul style="list-style-type: none"> <li>○ Attract customers</li> <li>○ Retain customers.</li> </ul> </li> <li>• How businesses select the most appropriate method and the sales promotion techniques used.</li> <li>• Good customer service to attract and retain customers for a business focusing on: <ul style="list-style-type: none"> <li>○ Product knowledge</li> <li>○ Customer communication</li> <li>○ After sales services.</li> </ul> </li> </ul>	<p>You are to research and prepare a revision sheet for these areas. You are to prepare a comprehensive revision aid (including a mind map) in preparation for the R064 Assessment WC 3<sup>rd</sup> May and WC 17<sup>th</sup> May.</p> <p>Please use the GCSE Pod Links opposite to support your topic revision.</p> <p>The Learning Outcome Tests (Test and Mark Scheme on Teams)</p> <p>The revision materials you were issued in preparation for the January Exam.</p>	<p>LO4 - Pricing</p> <p><a href="https://members.gcsepod.com/shared/playlists/playlist/3567176">https://members.gcsepod.com/shared/playlists/playlist/3567176</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/62378">https://members.gcsepod.com/shared/podcasts/chapter/62378</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/62297">https://members.gcsepod.com/shared/podcasts/chapter/62297</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/62342">https://members.gcsepod.com/shared/podcasts/chapter/62342</a></p>

<p><b>WC 26<sup>th</sup> APRIL</b></p>	<p><b>LO5 – Understand factors for consideration when starting a business</b></p> <ul style="list-style-type: none"> <li>• Different forms and features of business ownership for business start-ups to include: <ul style="list-style-type: none"> <li>○ Sole trader</li> <li>○ partnership (limited liability partnerships)</li> <li>○ franchise (with advantages/disadvantages of each type.)</li> </ul> </li> <li>• Sources of capital to start up a business focusing on: savings, relatives, friends, loans, crowdfunding, grants and business angels to include advantages and disadvantages of each method.</li> <li>• The importance of business planning to include: description of : <ul style="list-style-type: none"> <li>○ Idea targets</li> <li>○ Measure progress</li> <li>○ Cash flow</li> </ul> </li> <li>• Issues to consider when starting a business.</li> </ul>	<p>You are to research and prepare a revision sheet for these areas. You are to prepare a comprehensive revision aid (including a mind map) in preparation for the R064 Assessment WC 3<sup>rd</sup> May and WC 17<sup>th</sup> May.</p> <p>Please use the GCSE Pod Links opposite to support your topic revision.</p> <p>The Learning Outcome Tests (Test and Mark Scheme on Teams)</p> <p>The revision materials you were issued in preparation for the January Exam.</p>	<p>LO5 - Starting a Business  <a href="https://members.gcsepod.com/shared/playlists/playlist/3567202">https://members.gcsepod.com/shared/playlists/playlist/3567202</a>  <a href="https://members.gcsepod.com/shared/podcasts/chapter/62342">https://members.gcsepod.com/shared/podcasts/chapter/62342</a>  <a href="https://members.gcsepod.com/shared/podcasts/chapter/62332">https://members.gcsepod.com/shared/podcasts/chapter/62332</a>  <a href="https://members.gcsepod.com/shared/podcasts/chapter/70563">https://members.gcsepod.com/shared/podcasts/chapter/70563</a>  <a href="https://members.gcsepod.com/shared/podcasts/chapter/62291">https://members.gcsepod.com/shared/podcasts/chapter/62291</a>  <a href="https://members.gcsepod.com/shared/podcasts/chapter/62296">https://members.gcsepod.com/shared/podcasts/chapter/62296</a>  <a href="https://members.gcsepod.com/shared/podcasts/chapter/62299">https://members.gcsepod.com/shared/podcasts/chapter/62299</a></p>
<p><b>WC 3<sup>rd</sup> May</b></p>	<p><b>LO6 –Understand different functional activities needed to support a business</b></p> <p>Different functional areas needed for a new business:</p> <ul style="list-style-type: none"> <li>• Human Resources <ul style="list-style-type: none"> <li>○ Marketing</li> <li>○ Operations</li> <li>○ Finance.</li> </ul> </li> <li>• Focus on human resources function to include: <ul style="list-style-type: none"> <li>○ Recruitment and selection</li> <li>○ Training and development</li> <li>○ Performance management</li> <li>○ Health and safety in the workplace</li> <li>○ Compliance with employment legislation</li> </ul> </li> <li>• Main activities of the marketing function to include: <ul style="list-style-type: none"> <li>○ marketing mix</li> <li>○ market research.</li> </ul> </li> <li>• Main activities of the operations functional area: <ul style="list-style-type: none"> <li>○ production</li> <li>○ quality control</li> <li>○ stock</li> <li>○ logistics.</li> </ul> </li> </ul>	<p>You are to research and prepare a revision sheet for these areas. You are to prepare a comprehensive revision aid (including a mind map) in preparation for the R064 Assessment WC 3<sup>rd</sup> May and WC 17<sup>th</sup> May.</p> <p>Please use the GCSE Pod Links opposite to support your topic revision.</p> <p>The Learning Outcome Tests (Test and Mark Scheme on Teams)</p> <p>The revision materials you were issued in preparation for the January Exam.</p>	<p>LO6 - Functional Areas  <a href="https://members.gcsepod.com/shared/playlists/playlist/3649166">https://members.gcsepod.com/shared/playlists/playlist/3649166</a>  <a href="https://members.gcsepod.com/shared/podcasts/chapter/62301">https://members.gcsepod.com/shared/podcasts/chapter/62301</a>  <a href="https://members.gcsepod.com/shared/podcasts/chapter/78486">https://members.gcsepod.com/shared/podcasts/chapter/78486</a>  <a href="https://members.gcsepod.com/shared/podcasts/chapter/78492">https://members.gcsepod.com/shared/podcasts/chapter/78492</a>  <a href="https://members.gcsepod.com/shared/podcasts/chapter/70631">https://members.gcsepod.com/shared/podcasts/chapter/70631</a>  <a href="https://members.gcsepod.com/shared/podcasts/chapter/62314">https://members.gcsepod.com/shared/podcasts/chapter/62314</a>  <a href="https://members.gcsepod.com/shared/podcasts/chapter/62315">https://members.gcsepod.com/shared/podcasts/chapter/62315</a>  <a href="https://members.gcsepod.com/shared/podcasts/chapter/62307">https://members.gcsepod.com/shared/podcasts/chapter/62307</a>  <a href="https://members.gcsepod.com/shared/podcasts/chapter/62333">https://members.gcsepod.com/shared/podcasts/chapter/62333</a></p>
<p><b>7. Wc 10<sup>th</sup> May</b></p>	<p><b>LO6 –Understand different functional activities needed to support a business</b></p> <p>Different functional areas needed for a new business:</p> <ul style="list-style-type: none"> <li>• Human Resources <ul style="list-style-type: none"> <li>○ Marketing</li> <li>○ Operations</li> </ul> </li> </ul>	<p>You are to research and prepare a revision sheet for these areas. You are to prepare a comprehensive revision aid (including a</p>	<p>LO6  <a href="https://members.gcsepod.com/shared/playlists/playlist/3649166">https://members.gcsepod.com/shared/playlists/playlist/3649166</a>  <a href="https://members.gcsepod.com/shared/podcasts/chapter/62301">https://members.gcsepod.com/shared/podcasts/chapter/62301</a>  <a href="https://members.gcsepod.com/shared/podcasts/chapter/78486">https://members.gcsepod.com/shared/podcasts/chapter/78486</a></p>

	<ul style="list-style-type: none"> <li>○ Finance.</li> <li>● Focus on human resources function to include: <ul style="list-style-type: none"> <li>○ Recruitment and selection</li> <li>○ Training and development</li> <li>○ Performance management</li> <li>○ Health and safety in the workplace</li> <li>○ Compliance with employment legislation</li> </ul> </li> <li>● Main activities of the marketing function to include: <ul style="list-style-type: none"> <li>○ marketing mix</li> <li>○ market research.</li> </ul> </li> <li>● Main activities of the operations functional area: <ul style="list-style-type: none"> <li>○ production</li> <li>○ quality control</li> <li>○ stock</li> <li>○ logistics.</li> </ul> </li> </ul>	<p>mind map) in preparation for the R064 Assessment WC 3<sup>rd</sup> May and WC 17<sup>th</sup> May.</p> <p>Please use the GCSE Pod Links opposite to support your topic revision.</p> <p>The Learning Outcome Tests (Test and Mark Scheme on Teams)</p> <p>The revision materials you were issued in preparation for the January Exam.</p>	<p><a href="https://members.gcsepod.com/shared/podcasts/chapter/78492">https://members.gcsepod.com/shared/podcasts/chapter/78492</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/70631">https://members.gcsepod.com/shared/podcasts/chapter/70631</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/62314">https://members.gcsepod.com/shared/podcasts/chapter/62314</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/62315">https://members.gcsepod.com/shared/podcasts/chapter/62315</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/62307">https://members.gcsepod.com/shared/podcasts/chapter/62307</a></p> <p><a href="https://members.gcsepod.com/shared/podcasts/chapter/62333">https://members.gcsepod.com/shared/podcasts/chapter/62333</a></p>
<p><b>Coursework</b></p>	<p>You need to ensure all coursework is up to date and that all improvements have been completed.</p> <p><b>R065 Deadline 30/04/21</b></p> <p><b>Ro66 Deadline 21/05/21</b></p>	<p>Complete the exam based work issued in class focussing on exam questions where additional practice is required.</p>	