

Forensic Learning Points in Key Stage 4 Enterprise & Marketing at Kineton High School

	Key Stage 3	Key Stage 4	
Time	Year 9	Year 10	Year 11
Autumn 1	<p align="center">Topic: What is a business?</p> <p>Curriculum end points: 1 Know what is meant by the term 'business' and understand that some businesses sell products, while other provide services. 2. Be able to identify the target market for a range of businesses. 3. Understand the reasons why entrepreneurs start businesses.</p> <p>Vocab: Business, target market, product, service, entrepreneur, enterprise, profit, customer</p> <p>Main Assessment: Map of businesses in the local area.</p>	<p align="center">Topic: Complete market research to aid decisions</p> <p>Curriculum end points: 1 Explain the specific aims of market research. 2 Use three market research tools to carry out research relevant to aims. 3 Understand how to collate and present market research findings in a logical way. 4 Analyse market research findings to distil customer preferences and market trends.</p> <p>Vocab: Market research, aims, primary research, secondary research, interview, survey, observation, competitor analysis, trends, customer preferences, quantitative, qualitative</p> <p>Main assessment: Coursework Task 1</p>	<p align="center">Topic: Developing a brand</p> <p>Curriculum end points: 1 Analyse competitors to identify a USP. 2 Identify the opportunities and threats in the external environment. 3 Understand how a brand identity will increase the likely revenue of a product. 4 Justification of the how branding techniques work together. 5 Evaluation of how successful proposed branding is likely to appeal to a specific customer profile.</p> <p>Vocab: SWOT analysis, brand, brand identity, logo, slogan, jingle</p> <p>Assessment: Coursework 2, Task 1</p>

Topic: How do businesses decide where to set up?

Curriculum end points:

Explain the factors that influences a business' choice of location.

Vocab:

Convenience, footfall, supplier, employee

Main assessment:

Choice of suitable premises for an Italian restaurant.

Topic: Entrepreneurs

Curriculum end points:

1. Understand the meaning of the term entrepreneur.

2. Explain the skills and qualities that it takes to be an entrepreneur.

3. Describe some of the barriers that entrepreneurs face when starting up a business.

Vocab:

Enterprise, resilience, self - motivation, creativity, risk

Main assessment:

Entrepreneur fact sheet

<p>Autumn 2</p>	<p>Topic: What is the marketing mix?</p> <p>Curriculum end points:</p> <ol style="list-style-type: none"> 1. Explain the marketing mix and the ways that it might be adapted for customers with different needs. 2. Describe each P of the marketing mix. 3. Analysis of why the marketing mix is so important for all businesses. <p>Vocab: Marketing mix, product, price, place, promotion, advertising</p> <p>Main assessment: Fair Trade marketing mix poster.</p> <p>Topic 5: Stakeholders</p> <p>Curriculum end points:</p> <ol style="list-style-type: none"> 1. Understand the meaning of the term stakeholder. 2. Explain different groups of stakeholders affected by a business 3. Analyse the needs of different stakeholders and explain how conflict might result. <p>Vocab: Stakeholder, supplier, local community, employee, government, business owner</p> <p>Main assessment: Stakeholder map for a particular business</p>	<p>Topic: Identify a customer profile</p> <p>Curriculum end points:</p> <ol style="list-style-type: none"> 1. Describe in detail the features of a specific customer using market segmentation methods. 2. Justify a customer profile using market research findings. <p>Vocab: Customer profile, market segmentation.</p> <p>Main assessment: Coursework Task 2</p> <p>Topic: Produce a design proposal</p> <p>Curriculum end points:</p> <ol style="list-style-type: none"> 1. Understand how the design mix can help make decisions about product development. 2 Describe and make use of SCAMPER and mood boards in developing product ideas for a given situation. 3 Analyse how design ideas have been affected by the design mix and market research undertaken. <p>Vocab: Design mix, aesthetics, function, cost, SCAMPER, mood board, proposal</p> <p>Main assessment: Coursework Task 3</p>	<p>Topic: Create a promotional campaign</p> <p>Curriculum end points:</p> <ol style="list-style-type: none"> 1 Explanation of promotional objectives and KPIs. Promotional (digital and non-digital) materials developed to help meet campaign objectives. 3 Understand how promotional campaigns need to stick to a predetermined time frame. <p>Vocab: Key performance indicator, objective, SMART, Gantt Chart</p> <p>Main assessment: Coursework 2, Task 2</p>
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<p>Spring 1</p>	<p style="text-align: center;">Topic: Digital promotion</p> <p>Curriculum end points:</p> <ol style="list-style-type: none"> 1. Describe a range of digital promotions relevant to small business. 2. Analyse the suitability of different types of digital promotion for a specified purpose. <p>Vocab: Social media, promotion, digital, non-digital, website, SEO</p> <p>Main assessment: Develop a range of digital promotions for a local hotel.</p>	<p style="text-align: center;">Topic: Develop a product proposal based on customer feedback</p> <p>Curriculum end points:</p> <ol style="list-style-type: none"> 1 Assess the strengths and weaknesses of a design proposal. 2. Modify product ideas with reference to self and peer assessment. 3. Choose and justify a final design with reference to feedback and the design mix. <p>Vocab: Customer feedback</p> <p>Main assessment: Coursework Task 4</p> <p style="text-align: center;">Topic: Financial viability of a product proposal</p> <p>Curriculum end points:</p> <ol style="list-style-type: none"> 1 Identify relevant costs that will impact on a new product. 2 Create and justify a sales forecast for a new product. 3 Analyse the use of a particular pricing strategy with reference to a specific customer. 4 Calculate profit / loss accurately. 5 Explain the findings of break even analysis for a new product, with reference to how it will be affected by changing prices. 6 Evaluate the financial viability of a business proposal. <p>Vocab:</p>	<p style="text-align: center;">Topic: Developing and delivering a business pitch</p> <p>Curriculum end points:</p> <ol style="list-style-type: none"> 1 Describe factors to consider when planning a sales pitch. 2 Prepare for a sales pitch with production of supporting materials and by pre-empting questions that might be asked. 3 Refine pitching skills based on feedback from peers. 4 Deliver a sales pitch to an external audience. <p>Vocab: Sales pitch, venue, media, audience, visual aid, prompt card,</p> <p>Main assessment: Coursework Tasks 3 and 4</p>
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Spring 2	<p>Topic: Market research</p> <p>Curriculum end points:</p> <p>1 Explain why businesses need to carry out market research.</p> <p>2 Highlight key differences between primary and secondary research.</p> <p>3 Justify a new business idea through the analysis of market research findings.</p> <p>Vocab: Market research, primary research, secondary research, survey</p> <p>Main assessment: Develop an idea for a new pop up shop.</p>	<p>Topic: Factors that might affect the success of a business proposal</p> <p>Curriculum end points:</p> <p>1 Explain the risks and challenges of launching a new product.</p> <p>2 Evaluate the impact of risks and challenges on own product ideas.</p> <p>Vocab: Risk, challenge</p> <p>Main assessment: Coursework Task 6</p>	<p>Topic: Reviewing a business pitch</p> <p>Curriculum end points:</p> <p>1 Review pitch / pitching skills.</p> <p>2 Review of entire business proposal.</p> <p>3 Explain the likely success of the business proposal.</p> <p>4 Identification of strengths and areas for development.</p> <p>Vocab: Tone, projection, pace, formal language, clarity, posture, body language</p> <p>Main assessment: Coursework 2, Task 5</p> <p>Topic: Characteristics, risk and reward for enterprise</p> <p>Curriculum end points:</p> <p>1 Describe characteristics of a successful entrepreneur.</p> <p>2 Risks and rewards of starting a business.</p> <p>Vocab: Negotiation, work-life balance, wellbeing</p>

<p>Summer 1</p>	<p style="text-align: center;">Topic: Factors that affect product development</p> <p>Curriculum end points:</p> <ol style="list-style-type: none"> 1. Understand the significance of the product life cycle. 2. Explain how businesses use market segmentation to target their markets. 3. Describe non-digital forms of promotion for a particular scenario. 4. Assess different pricing strategies for a range of business situations. <p>Vocab: Product life cycle, development, maturity, growth, decline, extension, rebranding, penetration pricing, skimming, competitive pricing</p> <p>Main assessment: Develop new product ideas for a bakery</p>	<p style="text-align: center;">Topic: Creating a marketing mix to support a product (1)</p> <p>Curriculum end points:</p> <ol style="list-style-type: none"> 1 Identify all areas of the marketing mix with application to generic products. 2 Explain forms of promotion used to attract and retain customers in different settings. <p>Vocab: Digital, non-digital, sales promotions, public relations, sponsorship, loyalty schemes, discounts, point of sale advertising</p> <p>Main assessment: Open-book exam questions</p>	<p style="text-align: center;">Topic: Factors to consider when starting up and running a business</p> <p>Curriculum end points:</p> <ol style="list-style-type: none"> 1 Deciding on an appropriate form of ownership. 2 Identifying appropriate sources of capital. 3 Where to look for support when starting a business. <p>Vocab: Sole trader, partnership, private limited company, franchise, liability, crowdfunding, grant, business angel, accountant, solicitor, chamber of commerce</p> <p>Main assessment: External examination</p>
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<p>Summer 2</p>	<p style="text-align: center;">Topic: Business planning</p> <p>Curriculum end points:</p> <ol style="list-style-type: none"> 1. Identify and explain 3 different types of business ownership. 2. Establish SMART objectives suitable for a new business idea. 3. Analyse the financial viability of a business idea. 4. Recap on topics covered throughout Year 9. <p>Vocab: SMART, sole trader, partnership, revenue, costs, profit, loss, objectives</p> <p>Main assessment: Business planning task</p>	<p style="text-align: center;">Topic: Creating a marketing mix to support a product (2)</p> <p>Curriculum end points:</p> <ol style="list-style-type: none"> 1 Understand channels used to sell goods / services and the merits of physical vs online. 2 Description of all stages of the product life cycle and how to extend. 3 Assessment of different pricing strategies for different products / situations. <p>Vocab: Ecommerce, adding value</p> <p>Main assessment: Year 10 mock examination</p>	
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