

Curriculum Assessment Map

Year: 10

Subject: Enterprise and Marketing

½ TERM	TAUGHT CURRICULUM	TAUGHT SKILLS	SUMMATIVE ASSESSMENT TITLE/TYPE	ASSESSMENT CRITERIA	LEARNED CURRICULUM
TOPIC					
1	Customer segmentation Market segmentation Market research Customer feedback techniques	market segmentation focusing on: age, gender, occupation, income, geographic and lifestyle. Differences and uses of secondary research methods used by business to include:	Exam style questions Controlled assessment	Describe the different ways to segment customers and a market. Understand the various methods of market research Complete various different forms of customer feedback	Reading Analysis Planning Reviewing Recommending Justifying
2	Costs Revenue and profit Break even	Costs of producing products/services: Introduction to the concept of break-even including definition and how to calculate. How profit is calculated in units and output by business.	Exam style questions Controlled assessment	Understand how to calculate break even To define and calculate costs, revenue and profit	Reading Analysis Planning Reviewing Recommending Justifying
3	Product life cycle Extension strategies Product differentiation External factors	Introduction to the concept of the product lifecycle Creating product differentiation in business Impact of external factors on product development	Exam style questions Controlled assessment	Understand the product life cycle, including the various stages. Define the external factors and explain how they can impact upon a products	Reading Analysis Planning Reviewing Recommending Justifying

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				life cycle	
4	Pricing Pricing strategies Advertising methods Sales promotion techniques Customer services	How businesses consider how to price a product to attract/retain customers. Importance of good customer service to attract and retain customers for a business	Exam style questions Controlled assessment	Describe the different types of pricing strategies and select the most appropriate strategy for a given situation. Understand the different customer service techniques	Reading Analysis Planning Reviewing Recommending Justifying
5	Business ownership Sources of capital Business plans	Different forms and features of business ownership for business start-ups 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.	Exam style questions Controlled assessment	Understand sources of capital. Understand the importance of a business plan, and what to include in one. Distinguish between the different types of business ownership	Reading Analysis Planning Reviewing Recommending Justifying
6	Functional areas of business	LO6 The purpose of different functional areas needed for a new business, including Human Resources	Exam style questions Controlled assessment	To cover all the taught curriculum this year	Reading Analysis Planning Reviewing Recommending Justifying

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TOPIC					
1	Be able to develop a brand identity and promotional plan to target a customer profile	Brand identity and benefits Brand research Promotional business objectives Selection of promotional methods	Exam style questions Controlled assessment	Mock exam style questions	Reading Analysis Planning Reviewing Recommending Justifying
2	Be able to pitch a proposal for a proposal	What id a pitch How to plan a pitch Planning a pitch Pitching to an audience Personal appearance	Exam style questions Controlled assessment	Mock exam style questions	Reading Analysis Planning Reviewing Recommending Justifying
3	Be able to pitch a proposal to an audience	Preparing a script Market and pitch a proposal	pitch	Pitch a proposal to an audience	Reading Analysis Planning Reviewing Recommending Justifying
4	Be able to review the strengths and weaknesses of a proposal and pitch	How to deliver a successful pitch Comparing the outcomes of a pitch Reviewing a business proposal	Exam style questions Controlled assessment	Review the pitch through peer and self assesemtn	Reading Analysis Planning Reviewing Recommending Justifying
5	Revision for exam	revision	exam	Mock exams in preparation	

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