	AUT 1	AUT 2	SPR 1	SPR2	<u>SUM 1</u>	<u>SUM 2</u>
Yr.10	R067 (TA2): Market research; data; market segmentation*  R068 (TA1): Market research; sampling methods; Using research tools; Review market research	R068 (TA2): Identify customer profile  R068 (TA3): Create a design mix; Review and finalise design  R067 TA2 theory	R067 (TA3): Cost, revenue, profit and loss; break-even; cash*  R068 (TA4): Financial viability	R068(TA5): risks and challenges  R068: Non-External Assessment (NEA) (working on)	R067 (TA4): Marketing mix; advertising medium; promotion*  R069 (TA1): Branding; opportunities and threats	R067 (TA4): PR; selling; product lifecycle; pricing strategies*  R069 (TA2): Promotional plan and materials  R067 TA2 TA3 & TA4 theory assessment
	R067 TA2 theory  R068 Coursework assessment to start	assessment R068 Coursework	R068 Coursework assessment continued	R067 TA2 & TA3 theory assessment  R068 Coursework	R068: NEA Coursework	R068 Coursework
	<u>Careers</u> – Data analyst	assessment continued	<u>Careers – Business</u>	assessment continued	Assessment (submit for moderation) *	<u>Careers - project</u>
	PSHE -Awareness of the wider communities	Careers – Graphics designer PSHE- working with	accountant  PSHE – economic  wellbeing and	Careers-Bank manager	<u>Careers-</u> content	manager  PSHE – young people
	Sustainability – digital market research  EDI – non-bias and	others to problem solve, instead of always solving	literacy/budgeting Sustainability -	PSHE – the impact of business ownership on health and well-	creator or digital marketing manager	who become informed consumers and customers are
	tolerance development when carrying out market research	them by yourself – (team work skills)	Producing goods in an environmentally friendly way,	being Sustainability – understanding	PSHE- raising awareness around green issues, local	acquired when developing skills of enquiry,

	<u>Sustainability –</u>	however at a cost in	product demand in	clean-up projects	communication,
	environmental impact of	the first instance	business and the	in communities-	participation and
	different raw materials	<u>- EDI</u> (Equality,	impact on the	building the right	responsible action
	EDI - produce designs that	diversity and	environment	reputation for the	when interacting with
	can represent diverse	inclusion) diversity	- EDI (Equality,	business in its	any business
	identities, but not in a	enables a business to	diversity and	community	Sustainability- product
	way that enforces	change and evolve	inclusion) Knowledge	Sustainability- e.g.,	life cycle extensions
	stereotypes. This includes	through difference	employment law in	reusable	strategies/throw away
	people of different races,	creating more	terms of	packaging,	fashion production in
	gender identities, abilities	productivity for the	discrimination,	recycling or up-	developing countries
	and body types.	business	disability, LGBTQ	cycling	EDI- (Equality, diversity
	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		rights	EDI- (Equality,	and inclusion) raising
				diversity and	awareness of the
				inclusion)	importance of British
				marketing that	values in business in
				celebrates and	terms of equality,
				promotes the rich	diversity and inclusion
				diversity of the	artersity and merasion
				world we live in	
				reflecting	
				differences in	
				society by	
				• •	
				representing	
				people of all	
				backgrounds and walks of life	
				through marketing	
				and advertising.	

	coursework elements					
Yr.11	R067 (TA2) RECAP: Market research; data; market segmentation*  R068 (TA1): Market research; sampling methods; Using research tools; Review market research  R068 (TA2): Identify customer profile  R068 (TA3): Create a design mix; Review and finalise design  R067 TA2 theory assessment  R068 TA2 theory and (Coursework continued)  Level 2 Employability Skills Gateway Alternative course booklet	R067 (TA3): Cost, revenue, profit and loss; breakeven; cash*(Theory and coursework)  R068 (TA4): Financial viability (Course Work)  R068(TA5): risks and challenges R068: Non-External Assessment (R068Course Work completion and submission)  R067 – Pre-Public Examinations (mock exam)  R069 (TA1): Branding; opportunities and threats  R069 (TA2): Promotional plan and materials  Level 2 Employability Skills Gateway Alternative course booklet	R069 (TA3): Planning a pitch and presentation skills  R069 (TA3): Practice pitch; feedback; professional pitch  R069 (TA4): Review brand, pitch and skills  R067 (TA1): Entrepreneurial characteristics; risk and reward  R069: NEA Assessment (working on coursework  Level 2 Employability Skills Gateway Alternative course booklet	R067 (TA5): (Recap) Ownership; capital; support R067 (TA3): (Recap) Cost, revenue, profit and loss; break-even; cash R067 (TA2): (Recap) Market research; data; market segmentation R067 (TA4): (Recap) Marketing mix; advertising medium; promotion; PR; selling; product lifecycle; pricing strategies  R069: NEA Assessment (Coursework)  Level 2 Employability Skills Gateway Alternative course booklet	R067 TA1- TA6 Enterprise and Marketing concepts - theory revision and assessment through Exam Questions  R069 pitch to be presented  R068 and R069 COURSEWORK SUBMISSION DEADLINE – MAY 15 <sup>TH</sup> 2024  Level 2 Employability Skills Gateway Alternative course booklet	

<u>s</u> – Data analyst	<u>Careers –</u> Financial	<u>Careers – self-made</u>	<u>Careers –</u> <b>Business</b>		
Awareness of the	advisor	entrepreneur	accountant		
communities	<u>PSHE –</u> economic	PSHE – The cost of	PSHE – economic		
<u>nability</u> – <b>digital</b>	wellbeing and	living in London is 7%	wellbeing and		
t research	literacy/budgeting	above the UK	literacy-		
non-bias and	Sustainability - Producing	average, and London	understanding how		
nce development	goods in an	entrepreneurs'	to apply for different		
carrying out	environmentally friendly	household incomes	sources of finance to		
t research	way, however at a cost in	are twice as likely to	start an enterprise		
	the first instance	be over £75,000	Sustainability -		
	- EDI (Equality, diversity	however money is an	Producing goods in		
	and inclusion) diversity	obstacle because of	an environmentally		
	enables a business to	higher costs of	friendly way,		
	change and evolve	operating (such as	however at a cost in		
	through difference	employee wage costs	the first instance		
	creating more	and premises rental)	<u>- EDI</u> (Equality,		
	productivity for the	contribute to	diversity and		
	business	this challenge which	inclusion) diversity		
		can impact on	enables a business to		
		economic well-being.	change and evolve		
		Sustainability – it can	through difference		
		be sufficient reward	creating more		
		for some	productivity for the		
		entrepreneurs to	business		
		creating sustained			
		employment for			
		others in their			
		community			
	Awareness of the communities nability – digital tresearch con-bias and nce development carrying out	Awareness of the communities  hability – digital tresearch  con-bias and nce development carrying out tresearch  tresearch  communities  hability – digital literacy/budgeting  Sustainability - Producing goods in an environmentally friendly way, however at a cost in the first instance  - EDI (Equality, diversity and inclusion) diversity enables a business to change and evolve through difference creating more productivity for the	Awareness of the communities    advisor   PSHE - economic   wellbeing and   literacy/budgeting   soods in an   environmentally friendly   and inclusion) diversity   enables a business to change and evolve through difference creating more productivity for the business    Awareness of the communities   pSHE - economic   wellbeing and   living in London is 7%   above the UK   average, and London   entrepreneurs'   household incomes   are twice as likely to   be over £75,000   however money is an obstacle because of   higher costs of   operating (such as   employee wage costs   and premises rental)   contribute to   this challenge which   can impact on   economic well-being.   Sustainability - it can   be sufficient reward   for some   entrepreneur   pSHE - The cost of   living in London is 7%   above the UK   average, and London   entrepreneurs'   household incomes   are twice as likely to   be over £75,000   however money is an obstacle because of   higher costs of   operating (such as   employee wage costs   and premises rental)   contribute to   this challenge which   can impact on   economic well-being.   Sustainability - it can   be sufficient reward   for some   entrepreneur   productivity for the   business   can be sufficient reward   for some   entrepreneur   productivity   above the UK   average, and London   entrepreneurs'   household incomes   are twice as likely to   be over £75,000   however money is an obstacle because of   higher costs of   operating (such as   employee wage costs   and premises rental)   contribute to   this challenge which   can impact on   economic well-being.   Sustainability - it can   be sufficient reward   for some   entrepreneur   productivity for the   entrepreneur   product	Awareness of the communities nability – digital tresearch literacy/budgeting Sustainability – Producing goods in an environmentally friendly way, however at a cost in the first instance – EDI (Equality, diversity enables a business to change and evolve through difference creating more productivity for the business    Awareness of the communities nability – diversity enables a business to change and evolve through difference creating more productivity for the business    Awareness of the communities wallbeing and literacy-understanding how entrepreneurs' household incomes are twice as likely to be over £75,000 however money is an obstacle because of higher costs of operating (such as employee wage costs and premises rental) contribute to this challenge which can impact on economic well-being.    Sustainability – it can be sufficient reward for some entrepreneurs to creating sustained employment for others in their	Advareness of the communities mability – digital tresearch tresearch literacy/budgeting and literacy/budgeting goods in an environmentally friendly way, however at a cost in the first instance – EDI (Equality, diversity and inclusion) diversity enables a business to change and evolve through difference creating more productivity for the business    Advisor

	- EDI (Equality,		
	diversity and		
	inclusion) develop an		
	awareness of the		
	impact that diversity		
	has on		
	entrepreneurial		
	opportunities.		