

**Progression map:** breaks down the key concepts to specify the most important knowledge and how that knowledge builds within the curriculum. It enables teachers to see the big picture of pupils' learning: what content is taught in which year group.

| Key Concepts  | Year 10       | Year 11       |
|---|---------------|---------------|
| Market research   | RO68 and RO69 | RO69 and RO67 |
| Target market and segmentation                                | RO68 and RO69 | RO69 and RO67 |
| Numerical literacy and fluency in using and manipulating data | RO68 and RO69 | RO69 and RO67 |
| Financial viability of products                               | RO68 and RO69 | RO69 and RO67 |
| Marketing mix   | RO68 and RO69 | RO69 and RO67 |
| Business success  | RO68 and RO69 | RO69 and RO67 |

**Long-term plan:** organises the knowledge from the progression map into units to give an overview of what is taught when in your curriculum. It provides a starting point for medium term planning.

| Year 10   |                          |   |                          |   |                          |
|---|--------------------------|---|--------------------------|---|--------------------------|
| Autumn Term   |                          | Spring Term   |                          | Summer Term   |                          |
| Unit Title:<br>RO68:  | Unit length:<br>26 hours | Unit Title:<br>RO68   | Unit length:<br>26 hours | Unit Title:<br>RO69   | Unit length:<br>26 hours |
| Domains of Knowledge: <ul style="list-style-type: none"> <li>Carry out market research to aid decisions relating to a business proposal</li> <li>Review the results of market research</li> <li>Identify potential customers and build a customer profile based on market research findings</li> <li>Create a design mix for a new product</li> <li>Produce designs for a new product</li> <li>Review designs for a product proposal</li> </ul> |                          | Domains of Knowledge: <ul style="list-style-type: none"> <li>Calculate costs, revenue, break-even and profit relating to a business proposal</li> <li>Apply an appropriate pricing strategy</li> <li>Review the likely financial viability of a business proposal</li> <li>Risks and challenges when launching a new product</li> </ul> |                          | Domains of Knowledge: <ul style="list-style-type: none"> <li>Develop a brand identity to target a specific customer profile</li> <li>Create a promotional campaign for a brand and a product</li> </ul> |                          |

|  |   |  |
|--|---|--|
| <p>Relevant Key Concepts:</p> <ul style="list-style-type: none"> <li>● Market research</li> <li>● Target market and segmentation</li> <li>● Numerical literacy and fluency in using and manipulating data</li> <li>● Financial viability of products</li> <li>● Business success</li> </ul>  | <p>Key Concepts:</p> <ul style="list-style-type: none"> <li>● Market research</li> <li>● Target market and segmentation</li> <li>● Numerical literacy and fluency in using and manipulating data</li> <li>● Financial viability of products</li> <li>● Business success</li> </ul>  | <p>Key Concepts:</p> <ul style="list-style-type: none"> <li>● Market research</li> <li>● Target market and segmentation</li> <li>● Numerical literacy and fluency in using and manipulating data</li> <li>● Financial viability of products</li> <li>● Business success</li> </ul>   |
| <p>Gateway knowledge:</p> <ul style="list-style-type: none"> <li>● Use of Office type software e.g. PowerPoint / Work or Slides / Docs</li> <li>● Experience of being in a business e.g. a local shop purchasing a drink</li> <li>● That people buy products to meet a need</li> <li>● People have different characteristics</li> <li>● Multiple businesses sell the same / similar products at the same time</li> </ul>   | <p>Gateway knowledge:</p> <ul style="list-style-type: none"> <li>● Use of Office type software e.g. PowerPoint / Work or Slides / Docs</li> <li>● Awareness of reasonable prices for goods e.g. how much 'things' cost to buy</li> <li>● That people buy products to meet a need</li> <li>● People have different characteristics</li> <li>● Multiple businesses sell the same / similar products at the same time</li> </ul>   | <p>Gateway knowledge:</p> <ul style="list-style-type: none"> <li>● What 'adverts' are</li> <li>● That people want different 'things' from what they purchase and that a product should match what these 'things' are</li> </ul>  |
| <p>Assessment end-points:</p> <ul style="list-style-type: none"> <li>● A comprehensive explanation of the overall aims of the market research. Comprehensive justification of the sampling methods to be used, evidencing with clear understanding</li> <li>● Create three comprehensive, accurate and fully effective market research tools resulting in completed research outcomes that are fully relevant to the aims</li> <li>● Collates the results and uses effective methods to present research outcomes</li> <li>● Comprehensive review of the collated results</li> <li>● Describes in detail the features of a specific customer profile using market segmentation techniques</li> </ul> | <p>Assessment end-points:</p> <ul style="list-style-type: none"> <li>● Identifies all relevant variable costs relating to the chosen product design. Variable cost calculations for the product design are accurately completed</li> <li>● Predicts a number of units sold in the first month that evidences detailed reasoning</li> <li>● Selects an appropriate pricing strategy and selling price for the product design that is clearly focused on the identified customer profile</li> <li>● Calculates the predicted total costs and predicted total profit for the first month accurately</li> <li>● Applies the break-even formula to calculate break-even for the business proposal</li> </ul> | <p>Assessment end-points:</p> <ul style="list-style-type: none"> <li>● Research into competitors' strengths, weaknesses and their unique selling points is comprehensive</li> <li>● A comprehensive analysis of the external environment is carried out</li> <li>● The review of the product's strengths, weaknesses and their unique selling point is fully considered</li> <li>● Comprehensively justifies the combination of branding methods</li> <li>● Creates a brand personality for their business proposal and makes a detailed case as to why the chosen brand personality is likely to succeed, with full and clear reference to how</li> </ul> |

|   |   |  |
|---|---|--|
| <ul style="list-style-type: none"> <li>● Detailed justification of the selected customer profile, with reference to the market research</li> <li>● Creates an outline of an appropriate design mix with comprehensive justification</li> <li>● Generates product design ideas with effective use of creative techniques</li> <li>● Comprehensive description of how the design mix and market research findings have informed one of the designs</li> <li>● A comprehensive summary of the strengths and weaknesses of the design proposal is produced. Detailed reference is made to the self-assessment and the verbal and written feedback gathered</li> <li>● Design modifications, with clear relevance to self-assessment and feedback, are carried out with full description</li> <li>● The reasons for choosing the final design are fully justified</li> </ul> | <p>accurately. Shows a clear understanding of the results</p> <ul style="list-style-type: none"> <li>● Provides a comprehensive description of the impact of a change in price on the break-even level of sales for the business proposal</li> <li>● Full evaluation of the financial viability of the business proposal</li> <li>● Comprehensive and realistic explanation of the risks and challenges involved with producing and launching a new product</li> <li>● Fully evaluates the impact that risks and challenges faced may have on the success of the business proposal. Detailed reference made to how these risks and challenges could be minimised / overcome.</li> </ul> | <p>the brand appeals to the specific customer profile</p> <ul style="list-style-type: none"> <li>● Promotional objectives and KPIs are comprehensively explained</li> <li>● Detailed digital and non-digital materials are created to raise awareness of the product and includes clear evidence of how they will work together coherently and are fully appropriate to the needs of the target customer profile</li> <li>● Suitability of the timeframe for the promotional campaign is fully considered</li> </ul> |
|---|---|--|

| Year 11   |                          |   |                          |  |  |
|---|--------------------------|---|--------------------------|--|--|
| Autumn Term   |                          | Spring Term   |                          | Summer Term  |  |
| Unit Title:<br>RO69   | Unit length:<br>26 hours | Unit Title:<br>RO67   | Unit length:<br>26 hours | Unit Title:<br>RO67  |  |
| Domains of Knowledge: <ul style="list-style-type: none"> <li>● Plan and pitch a proposal</li> <li>● Review a brand proposal, promotional campaign and professional pitch</li> </ul> |                          | Domains of Knowledge <ul style="list-style-type: none"> <li>● Characteristics, risk and reward for enterprise</li> <li>● Market research to target a specific customer</li> <li>● What makes a product financially viable</li> <li>● Creating a marketing mix to support a product</li> </ul> |                          | <ul style="list-style-type: none"> <li>● Time will be spent on recall and retrieval of key topics and exam practice ready for the summer exam in RO67</li> </ul> |  |

|  |  |  |
|--|--|--|
|  | <ul style="list-style-type: none"> <li>● Factors to consider when starting up and running an enterprise</li> </ul>   |  |
| <p>Key concepts:</p> <ul style="list-style-type: none"> <li>● Market research</li> <li>● Target market and segmentation</li> <li>● Numerical literacy and fluency in using and manipulating data</li> <li>● Financial viability of products</li> <li>● Business success</li> </ul>   | <p>Key Concepts</p> <ul style="list-style-type: none"> <li>● Market research</li> <li>● Target market and segmentation</li> <li>● Numerical literacy and fluency in using and manipulating data</li> <li>● Financial viability of products</li> <li>● Business success</li> </ul>  |  |
| <p>Gateway knowledge:</p> <ul style="list-style-type: none"> <li>● Basic presentation skills e.g. answering a question in class</li> <li>● How to review / give polite but useful feedback</li> </ul>  | <p>Gateway knowledge:</p> <ul style="list-style-type: none"> <li>● Design mix</li> <li>● Segmentation</li> <li>● Basic numeracy skills – addition, subtraction, multiplication and division, and graph skills</li> </ul>   |  |
| <p>Assessment end-points:</p> <ul style="list-style-type: none"> <li>● Comprehensively explains factors for consideration when planning a pitch for a business proposal</li> <li>● Resources/supporting materials produced are detailed and fully tailored to the needs of the target audience</li> <li>● Responses to possible questions that the audience may pose are fully considered</li> <li>● Effective support offered to peers during their practice pitch</li> <li>● Fully refines pitching skills, pitch plans and supporting materials based on feedback</li> <li>● Visual aids, resources and supporting materials are used with full effectiveness to aid the delivery of the pitch</li> <li>● A comprehensive outline of the business proposal is presented using effective presentation skills</li> <li>● Demonstrates effective time management skills</li> </ul> | <p>Assessment end-points:</p> <ul style="list-style-type: none"> <li>● Recall knowledge and show understanding of enterprise and marketing concepts</li> <li>● Apply knowledge and understanding of enterprise and marketing concepts</li> <li>● Analyse and evaluate knowledge, understanding and performance</li> <li>● Demonstrate and apply skills and processes relevant to enterprise and marketing</li> </ul> |  |

|   |  |  |
|---|--|--|
| <ul style="list-style-type: none"><li>● Clear evidence of consideration given to tailoring the pitch to meet the needs of the audience</li><li>● Clear and effective content in the pitch to persuade the business to produce the product</li><li>● Fully justified answers are given to questions posed, demonstrating a full understanding of the proposal and potential issues raised</li><li>● A comprehensive review of own pitch/pitching skills is completed. Strengths and areas for development regarding the pitch/pitching skills are fully explained</li><li>● A comprehensive review of your business proposal is completed using a range of evidence</li><li>● The likely success of the business proposal is comprehensively explained</li><li>● Strengths and areas for future development of your business proposal are comprehensively assessed</li></ul> |  |  |
|---|--|--|