

Top-Level Overview for Key Stage 4 Curriculum: Enterprise & Marketing

1. Topic Overview

Year Group	Autumn Term	Spring Term	Summer Term
	Topics:	Topics:	Topics:
10	1. Introduction to Enterprise & Entrepreneurs 2. Market Research 3. Customer Profile 4. Product Ideas (R068 NEA)	1. Product Development 2. Financial Viability 3. Threats to business success and mitigations (R068 NEA)	1. Branding 2. Promotion Methods 3. Promotional Materials (R069 NEA)
11	1. Pitch Planning 2. Pitch Development (R069 NEA)	1. Pitch Delivery 2. Evaluation (R069 NEA)	1. Revision of Exam Content 2. (R067)