SMITH'S WOOD LEARNING JOURNEY YEAR 11 BUSINESS

Final Year 11 Exams completed



R067: Enterprise and Marketing Concepts

Topic Area 4 - Sales Promotion and PR. (How your business is perceived)

R067: Enterprise and Marketing Concepts

Topic Area 4 - Advertising and Marketing Methods.





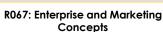
R067: Enterprise and Marketing Concepts

Topic Area 4 – Different advertising and marketing methods as well as sales promotion techniques / Pricing Strategies. Product life Cycle and PR. (Revision for exam)



R068: Design a Business Proposal

Gathering Market Research, choosing sampling methods methods and review Market findings. (Task 1)



Topic Area 2 - Market Research Methods and Techniques. Data types and Market Segmentation.





ASSESSMENT



R067: Enterprise and Marketing Concepts

Topic Area 1 – Characteristics required to be a successful entrepreneur and

R067: Enterprise and Marketing Concepts

Topic Area 1 – Evaluating the risks and rewards with starting a business.





R069: Market and pitch a business proposal

Task ½ - Reviewing your practice pitch and how to improve for your real one based on peer feedback.

R069: Market and pitch a business proposal

Task 1 - Planning a pitch and presentation and competing a practice one. (Like Dragon's Den!)

