

# 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.

**SUMMER TERM**



**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 and review Market findings. (Task 1)

**R067: Enterprise and Marketing Concepts**  
Topic Area 2 - Market Research Methods and Techniques. Data types and Market Segmentation.

**EXAM PREP**

**SPRING TERM**



**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.

**FINAL COURSEWORK HAND IN**



**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!)

**AUTUMN TERM**