

## Year 11 - Enterprise & Marketing

Half-Term 1	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	<b>Unit R067: Enterprise and Marketing Concepts</b>  This is assessed by an <b>exam</b> .  In this unit, you will learn about the key factors to consider and activities that need to happen to operate a successful small start-up business.  Topics include:  <b>TA1:</b> Characteristics, risk and reward for enterprise  <b>TA2:</b> Market research to target a specific customer  <b>TA3:</b> What makes a product financially viable  <b>TA4:</b> Creating a marketing mix to support a product  <b>TA5:</b> Factors to consider when starting up and running an enterprise.  TA = Topic Area
04/09/24 - 25/10/24	R067: TA5 Starting and Running an Enterprise			R067: TA3 Financial Viability					
Half-Term 2	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7		
04/11/24 - 20/12/24	R067: TA5 Starting and Running an Enterprise	R067: TA4 Marketing Mix		R067: TA2 Market Research		R067: TA1 Characteristics, risk and reward for enterprise			
Half-Term 3	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6			
08/01/25 - 14/02/25	R067: Exam Prep		R067: Exam Revision						
Half-Term 4	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6			
24/02/25 - 04/04/25	R067: Exam Revision								
Half-Term 5	Week 1	Week 2	Week 3	Week 4	Week 5				
22/04/25 - 23/05/25	R067: Exam Revision		Exam Season						
Half-Term 6	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7		
02/06/25 - 18/07/25	Exam Season								<b>Key</b>  <b>Progress Check Week</b> <b>Key Assessment Week</b> <b>End of Year Exam Week</b>