



	Year 10		Year 11	
Term	Units	Assessments	Units	Assessments
Autumn	<p>R067 (TA2): Market research, data, market segmentation</p> <p>R068 (TA1): Market research, sampling methods, Using research tools, Review market research</p> <p>R068 (TA2): Identify customer profile</p> <p>R068 (TA3): Create a design mix, Review and finalise design</p>	<p>The following types of assessment are planned:</p> <ul style="list-style-type: none"> • Practice assessments • Knowledge organisers in preparation for writing assessments. • Group tasks • Mini projects • Presentations • All work completed will count towards their centre assessed grade. • Short answer tests will be used and exam questions to cover content included (*) in the examined unit and prepare students for the exam in year 11. • Mock exam Year 10 	<p>R069 (TA3): Planning a pitch and presentation skills</p> <p>R069 (TA3): Practice pitch, feedback, professional pitch</p> <p>R069 (TA4): Review brand, pitch, and skills</p> <p>R067 (TA1): Entrepreneurial characteristics, risk and reward</p> <p>R067 (TA5): Ownership, capital, support</p> <p>R067 (TA3): Cost, revenue, profit and loss, break-even, cash</p>	<p>The following types of assessment are planned:</p> <ul style="list-style-type: none"> • Practice assessments • Knowledge organisers in preparation for writing assessments. • Group tasks • Mini projects • Presentations • All work completed will count towards their centre assessed grade. • Short answer tests will be used and exam questions to cover content included (*) in the examined unit and prepare students for the exam in Year 11. • Mock exam Year 11



	Year 10	Year 11
Term	Units	Units
Spring	R067 (TA3): Cost, revenue, profit and loss, break-even, cash* R068 (TA4): Financial viability R068 (TA5): Risks and challenges	R068: Centre assessed work completion – 30% of grade (submit for moderation) R067 (TA2): Market research, data, market segmentation R067 (TA4): Marketing mix, advertising medium, promotion, PR, selling, product lifecycle, pricing strategies
Summer	R067 (TA4): Marketing mix, advertising medium, promotion* R069 (TA1): Branding, opportunities and threats R068: Centre assessed work completion - 30% of grade (submit for moderation) R067 (TA4): PR, selling, product lifecycle, pricing strategies* R069 (TA2): Promotional plan and materials	R067: Exam revision R067: Examination 40% of grade.