

Enterprise and Marketing

Date	Exams/ Assess	Unit(s)
4/9/23		R067 (TA2): Market research; data; market segmentation
11/9/23		R068 (TA1): Market research; sampling methods; Using research tools; Review market research
18/9/23		
25/9/23		1.1.1 How to select appropriate primary and secondary market research methods and data types in order to complete meaningful research
2/10/23		1.1.2 Sampling methods
9/10/23		1.1.3 Use appropriate market research tools for a business proposal
16/10/23		1.2. Review the results of market research https://www.mrs.org.uk/resources/career-support
30/10/23		Task 1 – Due 30/10/2023
6/11/23		R068 (TA2): Identify customer profile
13/11/23		2.1 How to apply market segmentation to build a customer profile
20/11/23		
27/11/23		Task 2- Due 27/11/2023
4/12/23		R068 (TA3): Create a design mix; Review and finalise design
11/12/23		3.1 Create a design mix for a new product 3.2 Produce designs for a business challenge 3.3 Review designs for a product proposal 3.3.2 How to finalise a design after feedback Task 3 / 4 – Due 15/12/2023 https://www.youtube.com/watch?v=BFIDz5dSZYk https://www.youtube.com/watch?v=pivve0rwx7M
1/1/24		
8/1/24		
15/1/24		Assessment on R068 TA1, TA2 and TA3
22/1/24		
29/1/24		R067 (TA3): Cost, revenue, profit and loss; break-even; cash*
5/2/24		3.1.1 Cost of producing the product
12/2/24		3.2 Revenue generated by sales of the product 3.3 Profit/loss 3.4 Use of break-even as an aid to decision making 3.5 Importance of cash R068 (TA4): Financial viability 4,1Calculate costs, revenue, break-even and profit relating to a business proposal 4.2 Apply an appropriate pricing strategy 4.3 Review the likely financial viability of a business proposal https://www.youtube.com/watch?v=bD02z6Esed4
26/2/24		Task 5 – Due 26/2/2024
4/3/24		R068(TA5): risks and challenges
11/3/24		5.1.1 Identify the risks and challenges when launching a new product
18/3/24		5.1.2 How the impact of risks and challenges can be minimised/Overcome

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25/3/24		<p>TA5 Review the likely success of the business proposal</p> <p>Task 6 – Due 25/3/2024</p> <p>R068: NEA Assessment (working on)</p> <p>https://www.youtube.com/watch?v=dlsxj7HZmqM</p>
15/4/24		<p>R068: NEA Assessment (submit for moderation)*¹ This must be submitted before R069 begins</p> <p>R067 (TA4): Marketing mix; advertising medium; promotion*</p> <p>4.1.1 The marketing mix elements for a good/service</p> <p>4.1.2 How the elements of the marketing mix work well together</p> <p>4.2 Types of advertising medium used to attract and retain customers and the appropriateness of each</p> <p>4.3 Sales promotion techniques used to attract and retain customers and the appropriateness of each</p> <p>4.4 Public relations</p> <p>4.5 How to sell the good/service to the consumer</p> <p>R069 (TA1): Branding; opportunities and threats</p> <p>1.1 What is a brand?</p> <p>1.2 Why branding is used</p> <p>1.3 Branding Methods</p> <p>1.4 Produce a competitor analysis</p> <p>1.4.1 Produce a competitor analysis</p>
22/4/24		
29/4/24		
6/5/24		
13/5/24		
20/5/24		
3/6/24		<p>Ro69 Task 1 – Due 2/6/2024</p> <p>R067 (TA4): PR; selling; product lifecycle; pricing strategies</p> <p>4.6.1 The product lifecycle</p> <p>4.6.2 Extension strategies for products in the product lifecycle and the appropriateness of each</p> <p>4.7.1 Factors to consider when pricing a product to attract and retain customers</p> <p>4.7.2 Types of pricing strategies and the appropriateness of each</p> <p>R069 (TA2): Promotional plan and materials</p> <p>2.1 How to create a promotional campaign for a product/brand</p> <p>2.1.1 Explain the objectives of a promotional campaign</p> <p>2.1.2 Create a plan for a promotional campaign</p> <p>2.1.3 How to create appropriate promotional materials</p>
10/6/24		
17/6/24		
24/6/24		
1/7/24		
8/7/24		
15/7/24		