

Enterprise and Marketing

Date	Exams/ Assess	Unit(s)
4/9/23		Task 1 of the Controlled Assessment to be completed by: 8/9/2023
11/9/23		Delivery of <b>R069 (TA<sup>13</sup>)</b> : Planning a pitch and presentation skills
18/9/23		Task 2 of the Controlled Assessment to be completed by: 25/9/2023
25/9/23		3.1,3.2 and 3.3
2/10/23		Delivery of <b>R069 (TA3)</b> : Practice pitch; feedback; professional pitch
9/10/23		Task 3 (Part 1&2) of the Controlled Assessment completed by: 16/10/2023
16/10/23		3.4 Delivery of <b>R069 (TA4)</b> : Review brand, pitch and skills
30/10/23		Task 4 / 5 of the Controlled Assessment to be completed by: 20/11/2023
6/11/23		4.1, 4.2.1, 4.2, 4.2.
13/11/23		Delivery of <b>R069 (TA4)</b> : Review brand, pitch and skills
20/11/23		Task 4 / 5 of the Controlled Assessment to be completed by: 20/11/2023
27/11/23		4.1, 4.2.1, 4.2, 4.2.
4/12/23		<b>R069</b> : NEA Assessment (working on corrections)
11/12/23		Delivery of <b>R069</b> : NEA Assessment (submit for moderation)
1/1/24		Delivery of <b>R067 (TA1)</b> : Entrepreneurial characteristics; risk and reward in preparation for the exam
8/1/24		1.1.1,1.1.2 and 1.1.3
15/1/24		Delivery of <b>R067 (TA5)</b> : Ownership; capital; support in preparation for the exam
22/1/24		5.1,5.2 and 5.3
29/1/24		Delivery of <b>R067 (TA3)</b> : Cost, revenue, profit and loss; break-even; cash flow in preparation for the exam
5/2/24		3.1.1 ,3.2,3.3,3.4 and 3.5
12/2/24		Delivery of <b>R067 (TA2)</b> : Market research; data; market segmentation in preparation for the exam
26/2/24		2.1.1 , 2.1.2, 2.1.3, 2.1.4, 2.2.1, 2.2.2
4/3/24		Delivery of <b>R067 (TA4)</b> : Marketing mix; advertising medium; promotion; PR; selling; product lifecycle; pricing strategies in preparation for the exam
11/3/24		4.1.1, 4.1.2,4.3,4.4, 4.5,4.6.1, 4.6.2, 4.7.1 and 4.7.2
18/3/24		<b>R068</b> : Resubmission opportunity
25/3/24		<b>R069</b> : Resubmission opportunity* <sup>1</sup>
15/4/24		<b>R067</b> : Exam revision
22/4/24		<b>R067</b> : Examination
29/4/24		
6/5/24		
13/5/24		Start of GCSE exams
20/5/24		
3/6/24		
10/6/24		
17/6/24		
24/6/24		
1/7/24		
8/7/24		
15/7/24		

<sup>1</sup> TA - TOPIC AREA