

Subject: Enterprise & Marketing

| Date | Exams/ Assess | Unit(s) |
|----------|------------------|--|
| 2/9/24 | | R067 (TA2): Market research; data; market segmentation |
| 9/9/24 | | R068 (TA1): Market research; sampling methods; Using research tools; Review market research. 1.1.1 |
| 16/9/24 | | How to select appropriate primary and secondary market research methods and data types in order to complete meaningful research |
| 23/9/24 | | 1.1.2 Sampling methods / 1.1.3 Use appropriate market research tools for a business proposal |
| 30/09/24 | | 1.2. Review the results of market research / Core Task - Task 1 – Due 30/10/2023 |
| 7/10/24 | | R068 (TA2): Identify customer profile |
| 14/10/24 | | 2.1 How to apply market segmentation to build a customer profile |
| 21/10/24 | | |
| 4/11/24 | | Core Task - Task 2- Due 27/11/2023 |
| 11/11/24 | | R068 (TA3): Create a design mix; Review and finalise design |
| 18/11/24 | | 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 |
| 25/11/24 | | 3.3.2 How to finalise a design after feedback / Core Task - Task 3 / 4 – Due 15/12/2023 |
| 2/12/24 | | |
| 9/12/24 | | |
| 16/12/24 | | |
| 6/1/25 | | Assessment on Core Task - R068 TA1 and TA2 / R067 (TA3): Cost, revenue, profit and loss; break-even; cash / 3.1.1 Cost of producing the product / 3.2 Revenue generated by sales of the product 3.3 Profit/loss |
| 13/1/25 | | |
| 20/1/25 | | |
| 27/1/25 | | 3.4 Use of break-even as an aid to decision making |
| 3/2/25 | | 3.5 Importance of cash |
| | | R068 (TA4): Financial viability |
| 10/2/25 | | 4.1 Calculate 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 |
| 24/2/25 | | Core Task - Task 5 – Due 26/2/2024 |
| 3/3/25 | | R068(TA5): risks and challenges |
| 10/3/25 | | 5.1.1 Identify the risks and challenges when launching a new product |
| 17/3/25 | | 5.1.2 How the impact of risks and challenges can be minimised/Overcome |
| 24/3/25 | | TA5 Review the likely success of the business proposal |
| 31/3/25 | | Core Task - Task 6 – Due 25/3/2024 R068: NEA Assessment (working on) / R068: NEA Assessment (submit for moderation)* ¹ This must be submitted before R069 begins |
| 21/4/25 | | Working on R068 DUE May 2025 / R067 (TA4): Marketing mix; advertising medium; promotion* |
| 28/4/25 | | 4.1.1 The marketing mix elements for a good/service |
| 5/5/25 | | 4.1.2 How the elements of the marketing mix work well together |
| 12/5/25 | | 4.2 Types of advertising medium used to attract and retain customers and the appropriateness of each 4.3 Sales promotion techniques used to attract and retain customers and the appropriateness of each 4.4 Public relations / 4.5 How to sell the good/service to the consumer |
| 19/5/25 | | R069 (TA1): Branding; opportunities and threats 1.1 What is a brand? / 1.2 Why branding is used / 1.3 Branding Methods / 1.4 Produce a competitor analysis / 1.4.1 Produce a competitor analysis |
| 2/6/25 | | Core Task - R069 Task 1 – Due 2/6/2024 / R067 (TA4): PR; selling; product lifecycle; pricing strategies |
| 9/6/25 | | |
| 16/6/25 | | 4.6.1 The product lifecycle / 4.6.2 Extension strategies for products in the product lifecycle and the appropriateness of each / 4.7.1 Factors to consider when pricing a product to attract and retain customers / 4.7.2 Types of pricing strategies and the appropriateness of each |
| 23/6/25 | | R069 (TA2): Promotional plan and materials / 2.1 How to create a promotional campaign for a product/brand / 2.1.1 Explain the objectives of a promotional campaign |
| 30/6/25 | | |
| 7/7/25 | | 2.1.2 Create a plan for a promotional campaign |
| 14/7/25 | | 2.1.3 How to create appropriate promotional materials |