

Subject: Enterprise & Marketing

Date	Exams/Assess	Unit(s)
2/9/24		Delivery of R069 (TA3) : Planning a pitch and presentation skills
9/9/24		Core Task - Task 2 of the Controlled Assessment to be completed by: 25/9/2023
16/9/24		3.1 Considerations when planning a professional pitch
23/9/24		3.2 Use and development of personal and presentation skills
30/09/24		3.3 Benefits of using a practice pitch
7/10/24		Delivery of R069 (TA3) : Practice pitch; feedback; professional pitch
14/10/24		Core Task - Task 3 (Part 2) of the Controlled Assessment to be completed by: 16/10/2023
21/10/24		3.4 Deliver a professional pitch / Delivery of R069 (TA4) : Review brand, pitch and skills / Task 4 / 5 of the Controlled Assessment to be completed by: 20/11/2023 4.1 Review a brand using a range of sources 4.2.1 Compare the outcomes of the pitch with the initial objectives 4.2 Review a professional pitch to an external audience 4.2.2 Review of personal presentation skills R069 : NEA Assessment (working on corrections) Delivery of R069 : NEA Assessment (submit for moderation)
4/11/24		Delivery of R069 (TA4) : Review brand, pitch and skills
11/11/24		Core Task - Task 4 / 5 of the Controlled Assessment to be completed by: 20/11/2023
18/11/24		4.1 Review a brand using a range of sources
25/11/24		4.2.1 Compare the outcomes of the pitch with the initial objectives
2/12/24		4.2 Review a professional pitch to an external audience
9/12/24		4.2.2 Review of personal presentation skills
16/12/24		R069 : NEA Assessment (working on corrections) / Delivery of R069 : NEA Assessment (submit for moderation) / RO69 NEA – due for moderation December 2025
6/1/25		Delivery of R067 (TA1) : Entrepreneurial characteristics; risk and reward in preparation for the exam
13/1/25		1.1.1 Characteristics of successful entrepreneurs
20/1/25		1.1.2 Potential rewards for risk taking
27/1/25		1.1.3 Potential drawbacks for risk taking
3/2/25		
10/2/25		
24/2/25		Delivery of R067 (TA5) : Ownership; capital; support in preparation for the exam
3/3/25		5.1 Appropriate forms of ownership for business start-ups
10/3/25		5.2 Source(s) of capital for business start-ups and expansion
17/3/25		5.3 Support for enterprise
24/3/25		Delivery of R067 (TA3) : Cost, revenue, profit and loss; break-even; cash flow in preparation for the exam Revisit / revise TA3
31/3/25		Delivery of R067 (TA2) : Market research; data; market segmentation in preparation for the exam Revisit / revise TA2 / Delivery of R067 (TA4) : Marketing mix; advertising medium; promotion; PR; selling; product lifecycle; pricing strategies in preparation for the exam / 4.1.1 The marketing mix elements for a good/service / 4.1.2 How the elements of the marketing mix work well together 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 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
21/4/25		R067 : Exam revision continued
28/4/25		R068: Resubmission opportunity / R069: Resubmission opportunity*¹ R067 : Exam revision / R067 : Examination

Year 11 Long Term Scheme of Learning 2024-25

Subject: Enterprise & Marketing



5/5/25		Start of GCSE exams
12/5/25		
19/5/25		
2/6/25		
9/6/25		
16/6/25		
23/6/25		
30/6/25		
7/7/25		
14/7/25		