

Year 10 Long Term Scheme of Learning 2026-2027

Subject: Enterprise and Marketing

National curriculum or specification coverage

Year 10 focuses on delivery of some of the theory from **R067 Enterprise and Marketing Concepts (examined in Year 11)** and students use their knowledge to complete the **NEA R068 Design a Business Proposal (submitted in Year10)**.

For R068 students respond to an exam set assignment brief which changes annually and is internally marked and externally moderated. This year's brief is Secure Case

Students then begin to work on **R069 Market and Pitch a Business Proposal (submitted in Year 11)** which is an exam set assignment brief which changes annually and is internally marked and externally moderated.

Student intervention (NEA catch up) will be weekly on Secure Case lunch and breaktime in E12.

Date	Exams/ Assessments	Learning Intentions	Core Task/Assessments
31/08/26		Delivery of R067 (TA2): Market research; data; market segmentation	R068 Task 1 Due week beginning 19/10/2026
07/09/26		Students complete NEA R068 (TA1): Market research; sampling methods; Using research tools; Review market research. 1.1.1 How to select appropriate primary and secondary market research methods and data types in order to complete meaningful research 1.1.2 Sampling methods 1.1.3 Use appropriate market research tools for a business proposal 1.2. Review the results of market research	
14/09/26			
21/09/26			
28/09/26			
05/10/26			
12/10/26			
19/10/26		Students complete NEA R068 (TA2): Identify customer profile 2.1 How to apply market segmentation to build a customer profile	
26/10/26	HALF TERM		
02/11/26		Students complete NEA R068 (TA3): Create a design mix; Review and finalise design 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	Students will NOT sit a PPE in this subject at this point. R068 Task 2
09/11/26			
16/11/26	Y10		
23/11/26	Y10		

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30/11/26			Due week beginning 9/11/2026
07/12/26			
14/12/26			
21/12/26	CHRISTMAS HOLIDAY		
28/12/26			
04/01/27		Delivery of 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 product3.3 Profit/loss 3.4 Use of break-even as an aid to decision making 3.5 Importance of cash	R068 Tasks 3 & 4 Due week beginning 14/12/2026
11/01/27			
18/01/27			
25/01/27			
01/02/27			
08/02/27			
		Delivery of R068 (TA4): Financial viability 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	
15/02/27	HALF TERM		
22/02/27		Students to complete NEA R068(TA5): risks and challenges 5.1.1 Identify the risks and challenges when launching a new product 5.1.2 How the impact of risks and challenges can be minimised/Overcome R068: NEA Assessment (working on) / R068: NEA Assessment (submit for moderation) This must be submitted before R069 begins	R068 Task 5 Due week beginning 01/3/2027
01/03/27			
08/03/27			
15/03/27			
22/03/27			
29/03/27			
05/04/27	SPRING BREAK		
12/04/27		Students to complete R068 DUE May 2027	Students will NOT sit a PPE in this subject at this point. R068 Task 6 Due week beginning 26/4/2027 Internal Moderation
19/04/27	Y10	Delivery of R067 (TA4): Marketing mix; advertising medium; promotion 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	
26/04/27	Y10		
03/05/27			
10/05/27			
17/05/27			
24/05/27			
		Delivery of R069 (TA1): Branding; opportunities and threats 1.1 What is a brand?	

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		1.2 Why branding is used 1.3 Branding Methods 1.4 Produce a competitor analysis 1.4.1 Produce a competitor analysis	
31/05/27	HALF TERM		
07/06/27		Delivery of R067 (TA4): PR; selling; product lifecycle; pricing strategies 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	R069 Task 1 Due week beginning 14/6/2027
14/06/27			
21/06/27			
28/06/27			
05/07/27			
12/07/27		Delivery of 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 2.1.2 Create a plan for a promotional campaign 2.1.3 How to create appropriate promotional materials	