

National curriculum or specification coverage

Year 11 focuses on the completion of the **NEA R069 Market and Pitch a Business Proposal**. Students respond to an exam set assignment brief which changes annually and is internally marked and externally moderated. This year's brief is Best Burgers

Then we continue with delivery of the remaining theory and from **R067 Enterprise and Marketing Concepts** which is an externally examined unit assessed with a written paper at the end of Year 11.

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

Date	Exams/ Assessments	Learning Intentions	Core Task / Assessments
31/08/26		Delivery of R069 (TA3): Planning a pitch and presentation skills Students complete NEA R069 (Task 3 Part 2) 3.1 Considerations when planning a professional pitch 3.2 Use and development of personal and presentation skills 3.3 Benefits of using a practice pitch 3.4 Deliver a professional pitch	R069 Task 1 Due week beginning 28/9/26
07/09/26			
14/09/26			
21/09/26			R069 Task 3 Part 2 Due week beginning 12/10/26
28/09/26			
05/10/26			
12/10/26	Y11		Students will NOT sit a PPE in this subject at this point.
19/10/26	Y11		
26/10/26		HALF TERM	
02/11/26		Delivery of R069 (TA4): Review brand, pitch and skills Students to complete NEA R069 (Task 4 and 5) 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 Task 4 and 5 Due week beginning 23/11/26
09/11/26			
16/11/26			
23/11/26			
30/11/26			External Moderation of R069
07/12/26			
14/12/26			

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21/12/26	CHRISTMAS HOLIDAY		
28/12/26			
04/01/27		Delivery of R067 (TA1): Entrepreneurial characteristics; risk and reward 1.1.1 Characteristics of successful entrepreneurs 1.1.2 Potential rewards / drawbacks for risk taking	Core Assessment TA1 PPE
11/01/27			
18/01/27			
25/01/27			
01/02/27	Y11		
08/02/27	Y11		
15/02/27	HALF TERM		
22/02/27		Delivery of R067 (TA5): Ownership; capital 5.1 Appropriate forms of ownership for business start-ups 5.2 Source(s) of capital for business start-ups and expansion 5.3 Support for enterprise	Core Assessment TA5 Core Assessment TA3
01/03/27			
08/03/27			
15/03/27			
22/03/27		Revisit /Revision of R067 (TA2): Market research; data; market segmentation 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 Revisit / Revision R067 (TA3) 3.1.1 Cost of producing the product 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 Revisit / Revision 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	Core Assessment TA2

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		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	
29/03/27	SPRING BREAK		
05/04/27			
12/04/27		Revision of R067 (TA5): Ownership; capital 5.1 Appropriate forms of ownership for business start-ups 5.2 Source(s) of capital for business start-ups and expansion 5.3 Support for enterprise R068 and R069 : Resubmission opportunity if required R067: Targeted exam revision and completion of Past Paper Questions	R067 EXAM External Written Examination
19/04/27			
26/04/27			
03/05/27			
10/05/27			
17/05/27			
24/05/27			
31/05/27	HALF TERM		
07/06/27			
14/06/27			
21/06/27			
28/06/27			
05/07/27			
12/07/27			