

Brownhills Ormiston Academy Business Curriculum Map

Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
<p>Cambridge National Enterprise and Marketing</p> <p>R067 (TA2) Market Research to target a specific customer R068 (TA1) Market Research R068 (TA5) Review the likely success of the business proposal</p> <p>Assessment:R067/8</p>	<p>Cambridge National Enterprise and Marketing</p> <p>R068 (TA2) How to identify a customer profile R068 (TA3) Develop a product proposal R068 (TA4) Review whether a business proposal is financially viable R067 (TA3) What makes a product financially viable</p> <p>Assessment: R067/8</p>	<p>Cambridge National Enterprise and Marketing</p> <p>R068 (NEA) Design a Business Proposal (Baslow Bags)</p> <p>Students working independently applying knowledge from R067: TA2, TA3 R068: TA1, TA2, TA3, TA4, TA5</p> <p>Assessment: R067/8</p>	<p>Cambridge National Enterprise and Marketing</p> <p>R068 (NEA) Design a Business Proposal (Baslow Bags)</p> <p>Students working independently applying knowledge from R067: TA2, TA3 R068: TA1, TA2, TA3, TA4, TA5</p> <p>Assessment: R067/8</p>	<p>Cambridge National Enterprise and Marketing</p> <p>R067 (TA4) Marketing Mix; advertising medium, promotion, R069 (TA1) Branding; opportunities and threats</p> <p>Assessment: R067</p>	<p>Cambridge National Enterprise and Marketing</p> <p>R067 (TA4) PR; Selling; product lifecycle; pricing and strategies</p> <p>R069 (TA2) Promotional plan and materials</p> <p>Assessment (R069): Students to complete Business Pitch Proposal</p>