

Cambridge National in Enterprise and Marketing (Business)- Curriculum Map 2024

Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
<p>Cambridge National in Enterprise and Marketing</p> <ul style="list-style-type: none"> ➤ R067 (TA2) ➤ Market research; data; market segmentation ➤ R068 (TA1) ➤ Market research: sampling methods; using research tools; review market research <p>Lessons split between coursework and exam revision where needed.</p>	<p>Cambridge National in Enterprise and Marketing</p> <ul style="list-style-type: none"> ➤ R067 (TA2) ➤ Identify customer profile ➤ R068 (TA3) ➤ Create a design mix; Review and finalise Design <p>Lessons split between coursework and exam revision where needed.</p>	<p>Cambridge National in Enterprise and Marketing</p> <ul style="list-style-type: none"> ➤ R067 (TA3) ➤ Cost, revenue, profit and loss; break-even; cash ➤ R068 (TA4) ➤ Financial viability <p>Lessons split between coursework and exam revision where needed.</p>	<p>Cambridge National in Enterprise and Marketing</p> <ul style="list-style-type: none"> ➤ R068 (TA5) ➤ Risks and challenges ➤ R068 ➤ Assessment <p>Lessons split between coursework and exam revision where needed.</p>	<p>Cambridge National in Enterprise and Marketing</p> <ul style="list-style-type: none"> ➤ R067 (TA4) ➤ Marketing mix; advertising medium; promotion. ➤ R069 (TA1) ➤ Branding; opportunities and threats <p>Exam revision focus</p>	<p>Cambridge National in Enterprise and Marketing</p> <ul style="list-style-type: none"> ➤ R067 (TA4) ➤ PR; Selling; product lifecycle; pricing strategies ➤ R069 (TA2) ➤ Promotional plan and materials