



HEADLANDS SCHOOL
SINCE 1965

Enterprise and Marketing Curriculum Overview

This overview document details what students will be studying in this subject area over the course of their time with us and the skills and knowledge they will be covering. Students will be formally assessed across the year and their progress and ATL (Attitude to Learning) will be reported home at the end of each term. Assessments will aim to assess the knowledge and skills a student has covered up to that point in their education, including the curriculum covered in the previous year/s.

Half term	02.09.25 - 23.10.25	03.11.25 - 19.12.25	05.01.26 - 13.02.26	23.02.26 - 26.03.26	13.04.26 - 22.05.26	01.06.26 - 17.07.26
	Autumn 1 - 8 weeks	Autumn 2 - 7 weeks	Spring 1 - 6 weeks	Spring 2 - 5 weeks	Summer 1 - 5 weeks	Summer 2 - 7 weeks
Year 10	Market Research • Risks & rewards • Being an entrepreneur • Market research	Coursework	What makes a product financially viable • Revenue • Costs • Profit • Break even	Coursework	The Marketing Mix • Product • Pricing • Promotion • Place	Factors to consider when starting up • Business Forms • Sources of finance

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	Autumn 1 - 8 weeks	Autumn 2 - 7 weeks	Spring 1 - 6 weeks	Spring 2 - 5 weeks	Summer 1 - 5 weeks	Summer 2 - 7 weeks
Year 11	Developing a brand identity • What makes a brand • Why is branding used • Coursework	Coursework	Coursework Revision	Coursework Revision	Revision	

