



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	<p><u>Market Research</u></p> <ul style="list-style-type: none"> • Risks & rewards • Being an entrepreneur • Market research <p>This unit introduces students to the foundations of enterprise and marketing, exploring what it means to be an entrepreneur and how business ideas are developed in response to market opportunities. Students will learn how market research is used to understand customers and identify gaps in the market, alongside the risks and rewards involved in starting and running a business. The unit also examines the qualities and skills needed to be enterprising, helping students to understand how informed decision-making supports successful business ventures.</p>	<p><u>Coursework</u></p> <p>Students will complete Task 1-3 of their coursework, putting into practise the theoretical learning they completed in half term 1. They will complete their own market research, and create their product designs before receiving feedback and refining these.</p>	<p><u>What makes a product financially viable?</u></p> <ul style="list-style-type: none"> • Revenue • Costs • Profit • Break even <p>This unit explores what makes a product or business idea financially viable, focusing on how revenue, costs, and profit are used to assess financial performance. Students will learn how businesses calculate and manage costs, set prices to generate revenue, and understand how profit is created. The concept of break-even is also introduced, helping students to evaluate when a product or enterprise becomes sustainable and begins to make a financial return.</p>	<p><u>Coursework</u></p> <p>Students will continue to work on their coursework completing task 4, 5, and 6, refining their product design. The students will then apply their financial learning from the previous term in topic 5. Finally, students will complete task 6 assessing the external factors and internal factors that will impact the success of their business. Students will be given time to amend and improve previous tasks.</p>	<p><u>The Marketing Mix</u></p> <ul style="list-style-type: none"> • Product • Pricing • Promotion • Place <p>This unit explores the marketing mix and how businesses use product, price, promotion, and place to successfully market goods and services. Students will learn how products are developed and managed across the product life cycle, and how pricing strategies are used to attract customers while remaining competitive and profitable. The unit also examines how promotional methods and distribution channels are selected to reach target markets effectively, helping students understand how a balanced marketing mix supports business success.</p>	<p><u>Factors to consider when starting up</u></p> <ul style="list-style-type: none"> • Business Forms • Sources of finance <p>This unit explores the key factors to consider when starting a business, focusing on different business forms and the sources of finance available to entrepreneurs. Students will learn about the advantages and disadvantages of various business structures, such as sole traders and partnerships, and how these choices affect ownership, responsibility, and risk. The unit also examines internal and external sources of finance, helping students to understand how start-up funding decisions can influence the success and sustainability of a new enterprise.</p>

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Year 11	<p><u>Developing a brand identity</u></p> <ul style="list-style-type: none"> • What makes a brand • Why is branding used <p>This unit explores how businesses develop a brand identity, focusing on what makes a brand distinctive and how branding is used to create recognition and loyalty among customers. Students will learn about the elements that contribute to a strong brand, such as values, image, and personality, and why consistent branding is important in competitive markets. The unit also examines how effective branding influences customer perceptions and supports long-term business success.</p>	<p><u>Coursework</u></p> <p>Students will begin R069 coursework applying knowledge learnt at the end of year 10 and in the previous term. Students will complete a SWOT analysis, and create a brand identity, promotional campaign and marketing pitch.</p>	<p><u>Coursework & Revision</u></p> <p>Students will complete task 4 of their coursework. Presenting their marketing mix, students will then complete task 5 evaluating their skills and abilities as well as the overall chance of success as a business idea.</p>	<p><u>Coursework & Revision</u></p> <p>Students will revise topics learnt in Year 10 and improve exam techniques and skills ready for the summer Ro67 examination.</p>	<p><u>Revision</u></p> <p>Students will revise topics learnt in Year 10 and improve exam techniques and skills ready for the summer Ro67 examination.</p>	