

Cnat Enterprise & Marketing - Learning Journey



R068: Coursework resubmission opportunity
R069: Coursework resubmission opportunity

R067: Exam revision

R067: Exam

Key Stage 5
Choose to continue studying
Level 3 Business
A level Business

R067: Exam revision

R067 (TA2): Market research; data; market segmentation
R067 (TA4): Marketing mix; advertising medium; promotion; PR; selling; product lifecycle; pricing strategies

R067 (TA5): Ownership; capital; support
R067 (TA3): Cost, revenue, profit and loss; break-even; cash

YEAR
11

R069 (TA3): Planning a pitch and presentation skills
R069 (TA3): Practice pitch; feedback; professional pitch
R069 (TA4): Review brand, pitch, and skills

R069: Begin coursework assessment

R067 (TA4): PR; selling; product lifecycle; pricing strategies
R069 (TA2): Promotional plan and materials

R068: Assessment submission for moderation

R067 (TA4): Marketing mix; advertising medium; promotion
R069 (TA1): Branding; opportunities and threats

R067 (TA3): Cost, revenue, profit and loss; break-even; cash
R068 (TA4): Financial viability

R068 (TA5): risks and challenges

R068: Begin coursework assessment

R068 (TA2): Identify customer profile
R068 (TA3): Create a design mix; Review and finalise design

R067 (TA2): Market research; data; market segmentation
R068 (TA1): Market research; sampling methods; Using research tools; Review market research

YEAR 10

Key Stage 4

Year 9 Options