

Curriculum Intent Statements

Faculty	Vocational				
Subject	Enterprise and Marketing				
<p>The world of business is an exciting and fast-moving employment sector that appeals to many of our students, and we want to ensure that they are ready to develop into the next generation of entrepreneurs. Enterprise is one of our most popular option pathways for students at key stage 4 because of the far reaching and varied nature of the course.</p> <p>Students learn essential knowledge about how products are developed, marketed, priced, and advertised. Core topics covered include how to effectively segment the market, market research techniques, the importance of promotion campaigns and the product lifecycle. The course is also designed to give students the opportunity to test their entrepreneurial skills by designing, marketing, pitching (Dragons Den style!) and evaluating their own product.</p> <p>As advertising and marketing is all around us, this course engages students in learning about how we are constantly exposed to and influenced by different marketing techniques and how this shapes the day-to-day choices we make when purchasing goods or services. Students are intrigued by how businesses turn these methods into making money and profit, developing their knowledge, and understanding of marketing and pricing strategies used by businesses to achieve their financial goals.</p> <p>The qualification is assessed through one external examination and two internally and externally assessed coursework modules. This format enables students to test their knowledge of the subject as well as develop their independent research, assignment writing and evaluation skills. The design elements of the course also encourage the creative and evaluative thinking skills that students will need if they are to be future entrepreneurs, designers, or salespeople.</p> <p>This course enables students to develop a range of transferable skills such as problem solving, creative thinking and working independently. Students aspire to study a range of post-16 courses as this course has strong cross-curricular links with maths, art, computing and technology.</p>					
Curriculum Time / Week	Year 7	Year 8	Year 9	Year 10	Year 11
				3	3
KS4 Qualifications	OCR Level 1-2 Cambridge National in Enterprise and Marketing				
Useful Learning Resources	https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-2-j837/ BBC Bitesize – Enterprise https://www.bbc.co.uk/bitesize/guides/z8c9jxs/revision/1				
Staff teaching the subject	Role		Email		
Mr I. Hussain	Progress and Standards Lead for the Vocational Faculty		imhussain@thewellsacademy.org		
Miss B Sisodia	Senior Vice Principal		bsissodia@thewellsacademy.org		
Mr A. Phillips	Vocational Faculty Lead		aphillips@thewellsacademy.org		