

Learning Journey YEAR 10 Enterprise & Marketing

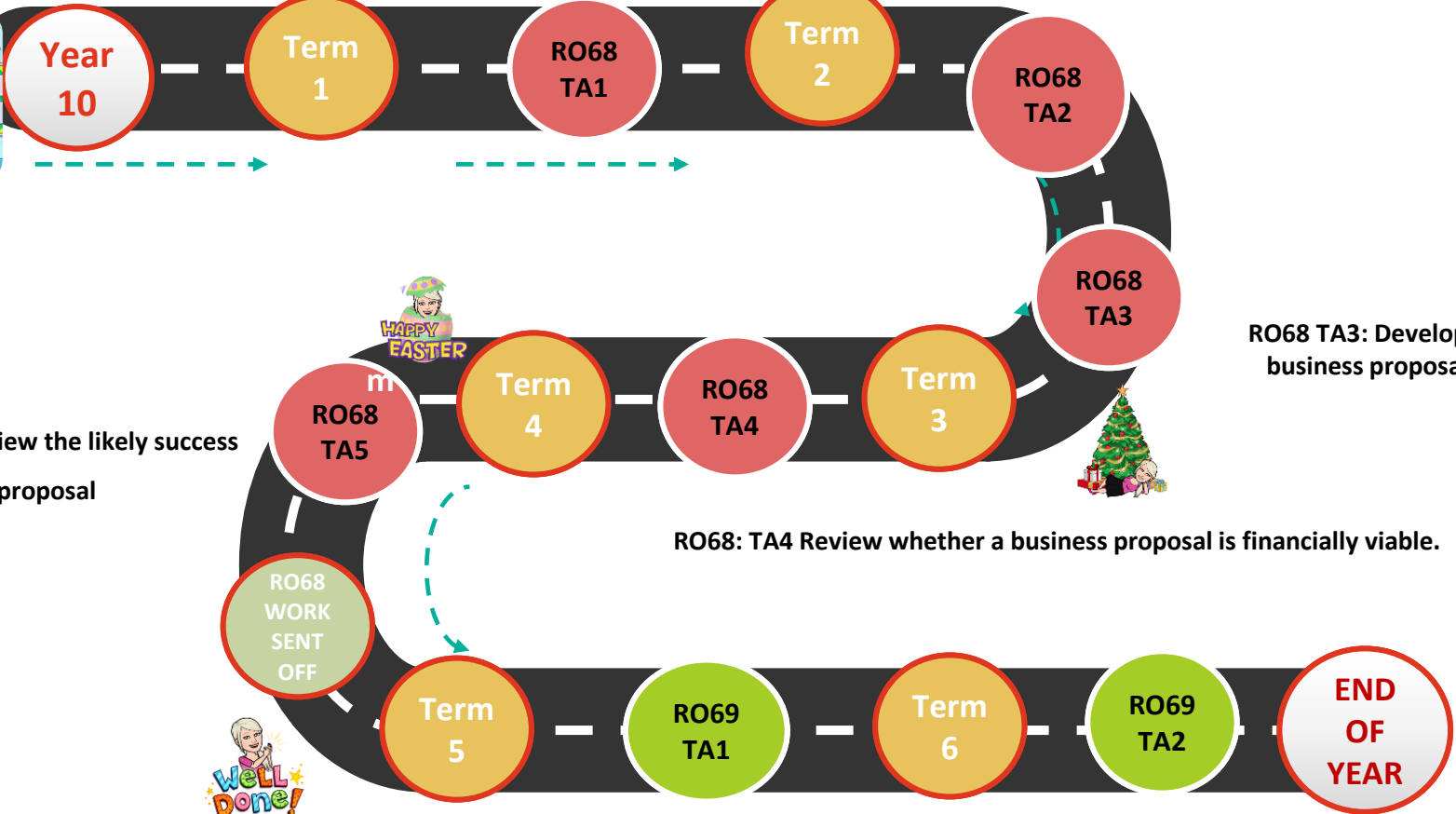
The Journey begins

Reminder to students about Plagiarism, Referencing, Command Words, NEA work.

All students to complete RO68 coursework for submission on May 15 2024, this will be marked internally but moderated externally.

RO68: TA1 Market research

RO68: TA2 How to identify a customer profile



RO68 TA3: Develop a business proposal

RO68: TA5 Review the likely success of the business proposal

RO68: TA4 Review whether a business proposal is financially viable.

RO69: TA1 Develop a brand identity to target a specific customer profile.

RO69 : TA2 Create a promotional campaign for a brand and a product.

RO69 : TA3 Plan and pitch a proposal.

