

Learning Journey YEAR 11 Enterprise & Marketing

The Journey Continues

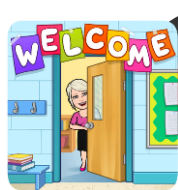
RO68: TA4 Part 1 Review whether a business proposal is financially viable.

RO68: TA4 Part 2 Review whether a business proposal is financially viable.

RO67: TA3 What makes a product financially viable

All students to complete RO69 coursework for submission in January, this will be marked internally but moderated externally. RO67 exam will be sat on 21 May 2024.

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



RO69 : TA1 Develop a brand identity to target a specific customer profile.
 RO69 : TA2 Create a promotional campaign for a brand and product.

RO67: TA1 Characteristics, risk and reward

RO67: TA2 Market research to target a specific customer

RO67: TA4 Creating a marketing mix to support a product.

RO67 : TA5 Factors to consider when starting up and running an enterprise.

RO67 : TA3 What makes a product financially viable.

