King James I ACADEMY

LEARNING JOURNEY
BTEC Tech Award in Enterprise

Component 3
Promotion and Finance for Enterprise EXAM

Component 2
Planning for and Pitching and Enterprise Activity

Year 11

- Types of market
- Market segmentation (demographic, geographic, psychographic, behavioural)

Summer Holiday

Promotion for Enterprise Mock Exam

- Promotional mix (advertising, personal selling, direct marketing, sales promotions, PR

Component 3
Promotion and Finance for Enterprise

Half Term 5

Research
Case Studies
News Articles

- Market research
- Understanding customers
- Understanding competitors

Easter Holiday

Component 3
Promotion and Finance for Enterprise

Assessment of Component 1 Coursework

- Impact of internal factors
- Impact of external factors
- Situational analysis: SWOT/PEST

Component 1
Exploring Enterprises

Half Term 3

Component 1
Exploring Enterprises

Christmas Holiday

Case Studies
News Articles

Half Term 1

Component 1
Exploring Enterprises

- Characteristics of enterprises
- Purpose of enterprises
- Mind-set and skills of entrepreneurs

Component 1
Exploring Enterprises

Year 10

Units of Work
Cross Curriculum Links
Key Knowledge & Skills
Assessment Points
Active Reading