

# Business & Marketing Curriculum Guide

<p>Curriculum Intent Year 9</p>	<p>OCR</p>		
<p>Curriculum Content</p>	<p>Half Term 1 Entrepreneurs Half Term 4 Finance</p>	<p>Half Term 2 Market Research Half Term 5 Reviewing Businesses</p>	<p>Half Term 3 The Design Mix Half Term 6 Branding</p>
<p>Assessment</p>	<p>Level '1/2 National in Enterprise and Marketing Christmas, Easter and Summer formal exam style assessments</p>		
<p>What can you do to support your child in Enterprise &amp; Marketing</p>	<p>Support your child to complete homework activities, discuss business news items and encourage reading internet articles about entrepreneurs and businesses.</p>		
<p>Links to useful revision aids or online revision resources</p>	<p><a href="#">Boost - Courses   Resources   Lessons   eBooks   Knowledge Tests (boost-learning.com)</a> <a href="#">BusinessEd - Enterprise and Marketing (2022)</a></p>		<p>Stamford Welland Academy</p>

# Enterprise & Marketing Curriculum Guide

<p>Curriculum Intent Year 10</p>	<p>OCR: Level '1/2 National in Enterprise and Marketing</p>		
<p>Curriculum Content</p>	<p>Half Term 1 Market Research/ Coursework Half Term 4 Reviewing Businesses/ Coursework</p>	<p>Half Term 2 The Design Mix/ Coursework Half Term 5 The Marketing Mix</p>	<p>Half Term 3 Finance/ Coursework Half Term 6 Branding/ Coursework</p>
<p>Assessment</p>	<p>Christmas, Easter and Summer formal exam style assessments</p>		
<p>What can you do to support your child in Enterprise &amp; Marketing</p>	<p>Support your child to complete homework activities, discuss business news items and encourage reading internet articles about entrepreneurs and businesses.</p>		
<p>Links to useful revision aids or online revision resources</p>	<p><a href="#">Boost - Courses   Resources   Lessons   eBooks   Knowledge Tests (boost-learning.com)</a> <a href="#">BusinessEd - Enterprise and Marketing (2022)</a></p>		<p>Stamford Welland Academy</p>

# Enterprise & Marketing Curriculum Guide

Curriculum Intent Year 11	OCR Exam Board		
Curriculum Content	Half Term 1 Promotion/ Coursework Half Term 4 Coursework improvement/ Revision	Half Term 2 Pitching/ Coursework Half Term 5 Revision	Half Term 3 Reviewing a Pitch/ Coursework
Assessment	Christmas, Easter and Summer formal exam style assessments		
What can you do to support your child in Enterprise & Marketing	Support your child to complete homework activities, discuss business news items and encourage reading internet articles about entrepreneurs and businesses.		
Links to useful revision aids or online revision resources	<a href="#">Boost – Courses   Resources   Lessons   eBooks   Knowledge Tests (boost-learning.com)</a> <a href="#">BusinessEd – Enterprise and Marketing (2022)</a>		Stamford Welland Academy