



Enterprise BTEC: Year 11

Scheme of Learning	Assessments
<p>Half Term One: Promoting a Brand</p> <p>The Overarching Inquiry:</p> <p>Learning Aim A: explore the use of branding and the promotional mix in business</p>	<p>2A.P1 Explain how branding is used in two businesses.</p> <p>2A.P2 Assess the marketing mix for a selected branded product.</p> <p>2A.P3 Describe the purpose of elements of the promotional mix used for a selected branded product.</p> <p>2A.M1 Compare the use of brand promotion in two businesses.</p> <p>2A.M2 Explain the importance of selecting an appropriate promotional mix for a selected branded product.</p> <p>2A.D1 Evaluate the effectiveness of the promotional mix for a selected branded product.</p>
<p>Half Term Two: Promoting a Brand</p> <p>The Overarching Inquiry:</p> <p>Learning Aim B: develop and promote a brand for a business.</p>	<p>2B.P4 Use branding methods and techniques to recommend a brand personality and a target market for a brand.</p> <p>2B.P5 Plan a promotional campaign for a brand.</p> <p>2B.M3 Explain how branding methods and techniques were used to recommend a brand personality and a target market for a brand.</p> <p>2B.M4 Justify the choice of promotional mix for a brand.</p> <p>2B.D2 Evaluate the effectiveness of a promotional campaign for a brand and</p>

	<p>recommend improvements.</p>
<p>Half Term Three: Promoting a Brand & Recruitment, Selection & Employment.</p> <p>The Overarching Inquiry:</p> <p>Unit 3 – Learning aims A&B.</p> <p>Unit 8 - Learning aim A: Know about job roles and functional areas in business</p>	<p>All areas of Unit 3.</p> <p>Unit 8</p> <p>2A.P1 Explain the purpose of functional areas in 2 contrasting businesses</p> <p>2A.P2 describe the responsibilities of 2 different job roles in 2 contrasting businesses</p> <p>2A.M1 Compare 2 job roles and responsibilities from different functional areas in 2 contrasting businesses</p> <p>2A.D1 analyse the impact of organisational structure on job roles and functional areas in a selected business, using appropriate examples</p>
<p>Half Term Four: Recruitment, Selection & Employment.</p> <p>The Overarching Inquiry:</p> <p>Learning aim B: Produce documentation for specific job roles</p> <p>Learning aim C: Demonstrate interview skills and plan career development</p>	<p>2B.P3 Produce an appropriate and detailed job description and person specification for a specific job</p> <p>2B.P4 Produce a curriculum vitae, letter of application and completed application form to apply for a suitable job role</p> <p>2B.M2 Produce an appropriate and detailed job description and person specification for a specific job justifying why the documents will encourage effective recruitment</p> <p>2B.M3 Justify how current knowledge and skills meet those required in a given person specification and job description</p> <p>2B.D2 Analyse gaps in knowledge and skills that might require further training or development to match the requirements of a given person specification and job description</p>

	<p>2C.P5 Provide appropriate responses to interview questions for a specific job role.</p> <p>2C.P6 Produce a realistic personal career development plan.</p> <p>2C.M4 Demonstrate prior research and preparation when providing appropriate responses to interview questions for a specific job role</p> <p>2C.M5 Produce a realistic personal career development plan showing independent research and planning.</p> <p>2C.D3 Evaluate the suitability of a realistic career development plan using interview performance feedback and own reflection</p>
<p>Half Term Five:</p> <p>The Overarching Inquiry:</p> <p>Learning aim A: Know about job roles and functional areas in business</p> <p>Learning aim B: Produce documentation for specific job roles</p> <p>Learning aim C: Demonstrate interview skills and plan career development</p>	<p>All areas of unit 8.</p>