Subject :	Enterprise			Year Group:		11

	J2J To Easter	J2J to Easter	J2J to Easter	J2J to Easter
Scheme title	r066 Lo1	r066 Lo2	r066 Lo3	r066 Lo4
Knowledge in sequence	•Students are taught about the different methods of branding and the reasons they could be effective. They will need to know about the benefits of creating a strong brand •Students will be able to explain features of a brand personality and be able to describe the personality they are trying to create •Students will be able to identify which methods of branding work well together. •Students will study different promotional techniques and think about why businesses might want a mixture of digital and traditional methods	•Students need to think learn about what makes and effective pitch and what they would need to consider before doing their pitch e.g audience, location, equipment	•Students learn how to make an effective presentation that lasts between 5-10 minutes •Students must learn how to review a pitch and offer constructive feedback to their peers •Students will then need to practice their final version of the pitch before presenting this to a judging panel	•Students must look at the strengths and weaknesses of their pitching skills to identify areas for improvement. They may use practice and final pitch feedback as evidence. •Students will then review the overall effectiveness of the proposal looking at it from a financial, design and branding perspective.
Skills	•IT Skills •Links to exam unit RO64 LO1 LO3 and LO4 •Promotional methods is a possible 8 marker on the exam unit	The plan they put in place in LO2 is acted on in the next unit LO3	The information within the pitch is taken from different sections across the coursework unit The ability to review performance is used in final tasks of both units	Reviewing strengths and weaknesses of promotional methods, branding etc will be used as revision for exam unit.
Key Words	Branding Celebrity endorsement Added value Brand personality Jingle Slogan Logo Mascot BOGOF Discount	Pitch Audience Venue Objectives	Constructive feedback Review Script Pitching skills	n/a
End Point	Completion of LO1 coursework	Completion of LO2 coursework	Completion of LO3 coursework Constructive feedback Review Script Pitching skills	Completion of LO4 coursework
Assessment method	Mark grid Checkpoints at the end of part 1 – explain benefits of branding and the different methods of branding using examples from real businesses part 2 – explanation of the methods they will use and creation of 3 branding techniques Part 3 – promotional mix	Mark grid Checkpoints at the end of : Factors to consider when planning a pitch	Mark grid Checkpoints at the end of : Review of a practice pitch Delivery of a professional pitch	Mark grid Checkpoints at the end of : Review a professional pitch Review a business proposal