



Year 10 Enterprise Component 3 Learning Programme 5

Learning Programme 5		
The LORIC skill focus for his LP is: COMMUNICATION.		Literacy:
he Moral Virtues focus for this LP are: COURAGE and HUMILITY.		 Capital letters must be used at the sta
Courage - Acting with bravery and overcoming fears.		of sentences and for the first letter of
Humility - Having a modest view of oneself.		proper nouns
Vhat will I be learning about in this Learning Programme?		 Full stops must be used at the end of sentence
will be learning about how a business markets its products effectively.		Question marks must be used at the
		end of a question
		Apostrophes should only be used for
		possession or omission
Where have I seen this learning before?		Days of the week and months must be
have seen this before when I looked at promotion for my own business in component 2.		spelled correctly
		Key words must be spelled correctly
Vhat could I use it for?		
will use this for my component 3 exam in January 2025.		
, , , ,		
13/05/24 - (WK 1)	Key Vocabulary	Homework
ow to complete my PSA for component 2.		To complete my PSA
	Review	
1 LP5.2, I will know: 20/05/24 - (WK 2)	Key Vocabulary	Homework
that a target market is;	Rey Vocabulary	SENECA- Customer Needs
ne market an enterprise wants to sell its products to.		SERVECA CUSTOMET RECUS
	Target Market	
n LP5.3, I will know: 03/06/24 - (WK 1)	Key Vocabulary	Homework
rhat market segmentation is;		SENECA-Market Research
emographics: age, race, religion, gender, family size, ethnicity, income, education level, socio-economic group.	Market	
	Segmentation	
xtended Task. n LP5.4, I will know: 10/06/24 - (WK 2)		
n LP5.4, I will know: 10/06/24 - (WK 2)		
	Key Vocabulary	Homework SENECA Primary us Secondary Market
hat geographic segmentation is;	Key Vocabulary	SENECA-Primary vs Secondary Market
hat geographic segmentation is;		SENECA-Primary vs Secondary Market Research
hat geographic segmentation is;	Geographic	SENECA-Primary vs Secondary Market
hat geographic segmentation is;		SENECA-Primary vs Secondary Market
what geographic segmentation is; he importance of location. For the success of a business		SENECA-Primary vs Secondary Market
what geographic segmentation is; the importance of location. For the success of a business 17/06/24 - (WK 1)	Geographic	SENECA-Primary vs Secondary Market Research
that geographic segmentation is; the importance of location. For the success of a business 17/06/24 - (WK 1) That psychographic segmentation is;	Geographic	SENECA-Primary vs Secondary Market Research Homework
that geographic segmentation is; the importance of location. For the success of a business 1 LP5.5, I will know: 17/06/24 - (WK 1) That psychographic segmentation is;	Geographic	SENECA-Primary vs Secondary Market Research Homework
that geographic segmentation is; the importance of location. For the success of a business 1 LPS.5, I will know: 17/06/24 - (WK 1) That psychographic segmentation is;	Geographic Key Vocabulary	SENECA-Primary vs Secondary Market Research Homework
that geographic segmentation is; the importance of location. For the success of a business ILP5.5, I will know: that psychographic segmentation is; botal class, attitudes, lifestyle and personality characteristics are types of segmentation.	Geographic Key Vocabulary Psychographic	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation
that geographic segmentation is; the importance of location. For the success of a business 1. LP5.5, I will know: 17/06/24 - (WK 1) That psychographic segmentation is; Total class, attitudes, lifestyle and personality characteristics are types of segmentation.	Geographic Key Vocabulary	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework
that geographic segmentation is; the importance of location. For the success of a business 17/06/24 - (WK 1) That psychographic segmentation is; that psychographic segmentation is: 24/06/24 - (WK 2) That behavioural segmentation is:	Geographic Key Vocabulary Psychographic	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation
that geographic segmentation is; the importance of location. For the success of a business 17/06/24 - (WK 1) That psychographic segmentation is; that psychographic segmentation is: 24/06/24 - (WK 2) That behavioural segmentation is:	Geographic Key Vocabulary Psychographic Key Vocabulary	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework
that geographic segmentation is; the importance of location. For the success of a business 17/06/24 - (WK 1) That psychographic segmentation is; that psychographic segmentation is: 24/06/24 - (WK 2) That behavioural segmentation is:	Geographic Key Vocabulary Psychographic	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework
that geographic segmentation is; the importance of location. For the success of a business a LP5.5, I will know: that psychographic segmentation is; total class, attitudes, lifestyle and personality characteristics are types of segmentation. a LP5.6, I will know: that behavioural segmentation is: the behavioural segmentation is: the behavioural segmentation is: the behavioural segmentation, rate of usage, loyalty status, desired benefits are types of segmentation.	Geographic Key Vocabulary Psychographic Key Vocabulary	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework
that geographic segmentation is; the importance of location. For the success of a business 17/06/24 - (WK 1) that psychographic segmentation is; total class, attitudes, lifestyle and personality characteristics are types of segmentation. 1LPS.6, I will know: 24/06/24 - (WK 2) that behavioural segmentation is: the pending, consumption, rate of usage, loyalty status, desired benefits are types of segmentation.	Geographic Key Vocabulary Psychographic Key Vocabulary Behavioural	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix
that geographic segmentation is; the importance of location. For the success of a business 17/06/24 - (WK 1) That psychographic segmentation is; that psychographic segmentation is; that psychographic segmentation is; that psychographic segmentation is; that psychographic segmentation is: the psychographic segmentation	Geographic Key Vocabulary Psychographic Key Vocabulary	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix Homework
that geographic segmentation is; the importance of location. For the success of a business 17/06/24 - (WK 1) that psychographic segmentation is; total class, attitudes, lifestyle and personality characteristics are types of segmentation. 1 LP5.6, I will know: 24/06/24 - (WK 2) that behavioural segmentation is: the pending, consumption, rate of usage, loyalty status, desired benefits are types of segmentation. 2 LP5.7, I will know: 0 1/07/24 - (WK 1) the pending is the property of the pr	Geographic Key Vocabulary Psychographic Key Vocabulary Behavioural	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix
that geographic segmentation is; the importance of location. For the success of a business ILPS.5, I will know: IT/06/24 - (WK 1) that psychographic segmentation is; total class, attitudes, lifestyle and personality characteristics are types of segmentation. ILPS.6, I will know: ILPS.6, I will know: Particular of usage, loyalty status, desired benefits are types of segmentation. ALPS.6, I will know: Particular of usage, loyalty status, desired benefits are types of segmentation. ALPS.7, I will know: O1/07/24 - (WK 1) IMPS.7, I will know: O1/07/24 - (WK 1)	Geographic Key Vocabulary Psychographic Key Vocabulary Behavioural Key Vocabulary Niche & Mass	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix Homework
that geographic segmentation is; the importance of location. For the success of a business ILPS.5, I will know: IT/06/24 - (WK 1) that psychographic segmentation is; total class, attitudes, lifestyle and personality characteristics are types of segmentation. ILPS.6, I will know: ILPS.6, I will know: Particular of usage, loyalty status, desired benefits are types of segmentation. ALPS.6, I will know: Particular of usage, loyalty status, desired benefits are types of segmentation. ALPS.7, I will know: O1/07/24 - (WK 1) IMPS.7, I will know: O1/07/24 - (WK 1)	Geographic Key Vocabulary Psychographic Key Vocabulary Behavioural	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix Homework
that geographic segmentation is; the importance of location. For the success of a business ILPS.5, I will know: IT/06/24 - (WK 1) that psychographic segmentation is; total class, attitudes, lifestyle and personality characteristics are types of segmentation. ILPS.6, I will know: ILPS.6, I will know: Particular of usage, loyalty status, desired benefits are types of segmentation. ALPS.6, I will know: Particular of usage, loyalty status, desired benefits are types of segmentation. ALPS.7, I will know: O1/07/24 - (WK 1) IMPS.7, I will know: O1/07/24 - (WK 1)	Geographic Key Vocabulary Psychographic Key Vocabulary Behavioural Key Vocabulary Niche & Mass	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix Homework
hat geographic segmentation is; the importance of location. For the success of a business ILP5.5, I will know: hat psychographic segmentation is; total class, attitudes, lifestyle and personality characteristics are types of segmentation. ILP5.6, I will know: Authorized the behavioural segmentation is: the behavioural segmentation is: the behavioural segmentation, rate of usage, loyalty status, desired benefits are types of segmentation. Authorized the behavioural segmentation is: the segmentation is: t	Geographic Key Vocabulary Psychographic Key Vocabulary Behavioural Key Vocabulary Niche & Mass	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix Homework
hat geographic segmentation is; the importance of location. For the success of a business LP5.5, I will know: hat psychographic segmentation is; total class, attitudes, lifestyle and personality characteristics are types of segmentation. LP5.6, I will know: hat behavioural segmentation is: tending, consumption, rate of usage, loyalty status, desired benefits are types of segmentation. stended Task. LP5.7, I will know: o1/07/24 - (WK 1) fferent types of markets; that Business to Business (B2B), Business to Consumer (B2C), niche, mass are types of markets.	Geographic Key Vocabulary Psychographic Key Vocabulary Behavioural Key Vocabulary Niche & Mass Markets	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix Homework SENECA-Product Design
that geographic segmentation is; the importance of location. For the success of a business a LP5.5, I will know: that psychographic segmentation is; total class, attitudes, lifestyle and personality characteristics are types of segmentation. a LP5.6, I will know: that behavioural segmentation is: the behavioural segmentation is: the behavioural segmentation, rate of usage, loyalty status, desired benefits are types of segmentation. attended Task. a LP5.7, I will know: tended Task. a LP5.7, I will know: tended Task. a LP5.7, I will know: a LP5.7, I will so that segmentation is to segmentation. b LP5.8, I will know: a LP5.8,	Geographic Key Vocabulary Psychographic Key Vocabulary Behavioural Key Vocabulary Niche & Mass Markets	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix Homework SENECA-Product Design
that geographic segmentation is; the importance of location. For the success of a business 17/06/24 - (WK 1) That psychographic segmentation is; total class, attitudes, lifestyle and personality characteristics are types of segmentation. 11/06/24 - (WK 2) That psychographic segmentation is; total class, attitudes, lifestyle and personality characteristics are types of segmentation. 11/06/24 - (WK 2) That behavioural segmentation is: the pending, consumption, rate of usage, loyalty status, desired benefits are types of segmentation. 11/06/24 - (WK 2) 11/06/24 - (WK 2) 11/06/24 - (WK 2) 11/06/24 - (WK 2)	Geographic Key Vocabulary Psychographic Key Vocabulary Behavioural Key Vocabulary Niche & Mass Markets	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix Homework SENECA-Product Design
that geographic segmentation is; the importance of location. For the success of a business 17/06/24 - (WK 1) That psychographic segmentation is; total class, attitudes, lifestyle and personality characteristics are types of segmentation. 11/06/24 - (WK 2) That psychographic segmentation is; total class, attitudes, lifestyle and personality characteristics are types of segmentation. 11/06/24 - (WK 2) That behavioural segmentation is: the pending, consumption, rate of usage, loyalty status, desired benefits are types of segmentation. 11/06/24 - (WK 2) 11/06/24 - (WK 2) 11/06/24 - (WK 2) 11/06/24 - (WK 2)	Geographic Key Vocabulary Psychographic Key Vocabulary Behavioural Key Vocabulary Niche & Mass Markets	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix Homework SENECA-Product Design
that geographic segmentation is; the importance of location. For the success of a business 17/06/24 - (WK 1) that psychographic segmentation is; total class, attitudes, lifestyle and personality characteristics are types of segmentation. 11P5.6, I will know: 14P5.6, I will know: 14P5.6, I will know: 14P5.6, I will know: 14P5.7, I will know: 14P5.8, I will know:	Geographic Key Vocabulary Psychographic Key Vocabulary Behavioural Key Vocabulary Niche & Mass Markets	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix Homework SENECA-Product Design
that geographic segmentation is; the importance of location. For the success of a business 17/06/24 - (WK 1) 18/105.5, I will know: 18/105.5, I will know: 18/105.6, I will know: 18/105.6, I will know: 18/105.6, I will know: 18/105.6, I will know: 18/105.7, I wil	Geographic Key Vocabulary Psychographic Key Vocabulary Behavioural Key Vocabulary Niche & Mass Markets	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix Homework SENECA-Product Design
that geographic segmentation is; the importance of location. For the success of a business In LPS.5, I will know: that psychographic segmentation is; total class, attitudes, lifestyle and personality characteristics are types of segmentation. In LPS.6, I will know: that behavioural segmentation is: the behavioural segmentation is: the behavioural segmentation is: the behavioural segmentation, rate of usage, loyalty status, desired benefits are types of segmentation. In LPS.7, I will know: In LPS.7, I will know: In LPS.7, I will know: In LPS.8, I will know: In LPS.8	Geographic Key Vocabulary Psychographic Key Vocabulary Behavioural Key Vocabulary Niche & Mass Markets	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix Homework SENECA-Product Design
that geographic segmentation is; the importance of location. For the success of a business a LP5.5, I will know: that psychographic segmentation is; total class, attitudes, lifestyle and personality characteristics are types of segmentation. a LP5.6, I will know: that behavioural segmentation is: the behavioural segmentation is: the behavioural segmentation is: the behavioural segmentation, rate of usage, loyalty status, desired benefits are types of segmentation. Actended Task. a LP5.7, I will know: the business to Business (B2B), Business to Consumer (B2C), niche, mass are types of markets. b LP5.8, I will know: the business (B2B), Business to Consumer (B2C), niche, mass are types of markets. b LP5.8, I will know: the business (B2B), Business to Consumer (B2C), niche, mass are types of markets. b LP5.8, I will know: the business (B2B), Business to Consumer (B2C), niche, mass are types of markets.	Geographic Key Vocabulary Psychographic Key Vocabulary Behavioural Key Vocabulary Niche & Mass Markets	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix Homework SENECA-Product Design
hat geographic segmentation is; le importance of location. For the success of a business ILPS.5, I will know: hat psychographic segmentation is; locial class, attitudes, lifestyle and personality characteristics are types of segmentation. ILPS.6, I will know: hat behavioural segmentation is: lending, consumption, rate of usage, loyalty status, desired benefits are types of segmentation. ILPS.7, I will know: ILPS.8, I will know: ILPS.8, I will know: OB/07/24 - (WK 1) ILPS.8, I will know: OB/07/24 - (WK 2) Desired to support learning:	Geographic Key Vocabulary Psychographic Key Vocabulary Behavioural Key Vocabulary Niche & Mass Markets	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix Homework SENECA-Product Design
that geographic segmentation is; ne importance of location. For the success of a business 17/06/24 - (WK 1) that psychographic segmentation is; ocial class, attitudes, lifestyle and personality characteristics are types of segmentation. 1 LP5.6, I will know: 24/06/24 - (WK 2) that behavioural segmentation is: pending, consumption, rate of usage, loyalty status, desired benefits are types of segmentation. xtended Task. 1 LP5.7, I will know: 1 LP5.7, I will know: 1 LP5.7, I will know: 1 LP5.8, I wi	Geographic Key Vocabulary Psychographic Key Vocabulary Behavioural Key Vocabulary Niche & Mass Markets	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix Homework SENECA-Product Design
that geographic segmentation is; the importance of location. For the success of a business 17/06/24 - (WK 1) that psychographic segmentation is; botal class, attitudes, lifestyle and personality characteristics are types of segmentation. 1 LP5.6, I will know: 24/06/24 - (WK 2) that behavioural segmentation is: bending, consumption, rate of usage, loyalty status, desired benefits are types of segmentation. 2 types of segmentation. 2 types of segmentation. 2 types of segmentation. 3 LP5.7, I will know: 4 LP5.7, I will know: 5 LP5.8, I will	Geographic Key Vocabulary Psychographic Key Vocabulary Behavioural Key Vocabulary Niche & Mass Markets	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix Homework SENECA-Product Design
what geographic segmentation is; the importance of location. For the success of a business In LPS.5, I will know: what psychographic segmentation is; ocial class, attitudes, lifestyle and personality characteristics are types of segmentation. In LPS.6, I will know: what behavioural segmentation is: pending, consumption, rate of usage, loyalty status, desired benefits are types of segmentation. Extended Task. In LPS.7, I will know: O1/07/24 - (WK 1) Ifferent types of markets; that Business to Business (B2B), Business to Consumer (B2C), niche, mass are types of markets.	Geographic Key Vocabulary Psychographic Key Vocabulary Behavioural Key Vocabulary Niche & Mass Markets	SENECA-Primary vs Secondary Market Research Homework SENECA-Market Segmentation Homework SENECA-The Marketing Mix Homework SENECA-Product Design