

Year 10 Enterprise Component 3

Learning Programme 5

<p>The LORIC skill focus for this LP is: COMMUNICATION.</p> <p>The Moral Virtues focus for this LP are: COURAGE and HUMILITY.</p> <p>Courage - Acting with bravery and overcoming fears.</p> <p>Humility - Having a modest view of oneself.</p> <p>What will I be learning about in this Learning Programme? I will be learning about how a business markets its products effectively.</p> <p>Where have I seen this learning before? I have seen this before when I looked at promotion for my own business in component 2.</p> <p>What could I use it for? I will use this for my component 3 exam in January 2025.</p>		<p>Literacy:</p> <ul style="list-style-type: none"> • Capital letters must be used at the start of sentences and for the first letter of proper nouns • Full stops must be used at the end of a sentence • Question marks must be used at the end of a question • Apostrophes should only be used for possession or omission • Days of the week and months must be spelled correctly • Key words must be spelled correctly 	
<p>In LP5.1, I will know: how to complete my PSA for component 2.</p>	<p>13/05/24 - (WK 1)</p>	<p>Key Vocabulary Review</p>	<p>Homework To complete my PSA</p>
<p>In LP5.2, I will know: what a target market is; the market an enterprise wants to sell its products to.</p>	<p>20/05/24 - (WK 2)</p>	<p>Key Vocabulary Target Market</p>	<p>Homework SENECA- Customer Needs</p>
<p>In LP5.3, I will know: what market segmentation is; demographics: age, race, religion, gender, family size, ethnicity, income, education level, socio-economic group.</p> <p>Extended Task.</p>	<p>03/06/24 - (WK 1)</p>	<p>Key Vocabulary Market Segmentation</p>	<p>Homework SENECA-Market Research</p>
<p>In LP5.4, I will know: what geographic segmentation is; the importance of location. For the success of a business</p>	<p>10/06/24 - (WK 2)</p>	<p>Key Vocabulary Geographic</p>	<p>Homework SENECA-Primary vs Secondary Market Research</p>
<p>In LP5.5, I will know: what psychographic segmentation is; social class, attitudes, lifestyle and personality characteristics are types of segmentation.</p>	<p>17/06/24 - (WK 1)</p>	<p>Key Vocabulary Psychographic</p>	<p>Homework SENECA-Market Segmentation</p>
<p>In LP5.6, I will know: what behavioural segmentation is; spending, consumption, rate of usage, loyalty status, desired benefits are types of segmentation.</p> <p>Extended Task.</p>	<p>24/06/24 - (WK 2)</p>	<p>Key Vocabulary Behavioural</p>	<p>Homework SENECA-The Marketing Mix</p>
<p>In LP5.7, I will know: different types of markets; that Business to Business (B2B), Business to Consumer (B2C), niche, mass are types of markets.</p>	<p>01/07/24 - (WK 1)</p>	<p>Key Vocabulary Niche & Mass Markets</p>	<p>Homework SENECA-Product Design</p>
<p>In LP5.8, I will know: how to complete activities for experience week.</p>	<p>08/07/24 - (WK 2)</p>	<p>Key Vocabulary</p>	<p>Homework</p>
<p>Resources to support learning: Lesson PowerPoint, exercise books, knowledge organiser, text books, TEAMS, checklists.</p>			
<p>FFET Award Challenge for this Learning Programme: To create an overview of your potential business idea.</p>			

PRT Task 1

PRT Task 2