

	Sept-Oct 8 weeks							
Weeks	1	2	3	4	5	6	7	8
Autumn Term	A	B	A	B	A	B	A	B
Unit	Unit 1 Exploring Business	Unit 1 Exploring Business	Unit 1 Exploring Business	Unit 1 Exploring Business	Unit 1 Exploring Business	Unit 1 Exploring Business	Unit 1 Exploring Business	Unit 1 Exploring Business
Learning Aim	A and B	A and B	A and B	A and B	A and B	A and B	A and B	C and D
Content	Types of Businesses and Business Purpose and Ownership	Stakeholders	The Influences Stakeholders have on Businesses	The Organisation of Businesses	Reasons for Success	Aims and Values of Businesses	Reasons for Success	The External Environment
Assessment Criteria	P1, P2, P3, M1, M2, D1	P1, P2, P3, M1, M2, D1	P1, P2, P3, M1, M2, D1	P1, P2, P3, M1, M2, D1	P1, P2, P3, M1, M2, D1	P1, P2, P3, M1, M2, D1	P1, P2, P3, M1, M2, D1	P4, P5, P6, M3, M4, D2, D3

Nov-Dec 7 weeks							
Weeks	9	10	11	12	13	14	15
Autumn Term	A	B	A	B	A	B	A
Unit	Unit 1 Exploring Business	Unit 1 Exploring Business	Unit 1 Exploring Business	Unit 1 Exploring Business	Unit 1 Exploring Business	Unit 1 Exploring Business	Unit 1 Exploring Business
Learning Aim	C and D	C and D	C and D	C and D	E	E	E
Content	Social Responsibilities	Competition	Demand and Supply	Market Structures	Innovation	Enterprise	Risks in Changing Markets
Assessment Criteria	P4, P5, P6, M3, M4, D2, D3	P4, P5, P6, M3, M4, D2, D3	P4, P5, P6, M3, M4, D2, D3	P4, P5, P6, M3, M4, D2, D3	P7, M5, D4	P7, M5, D4	P7, M5, D4

	Jan-Feb 6 weeks					
	16	17	18	19	20	21
Spring Term	B	A	B	A	B	A
Unit	Unit 2: Developing a Marketing Campaign	Unit 2: Developing a Marketing Campaign	Unit 2: Developing a Marketing Campaign	Unit 2: Developing a Marketing Campaign	Unit 2: Developing a Marketing Campaign	Unit 2: Developing a Marketing Campaign
Content	The Role of Marketing	Branding and Marketing Campaigns	Market Segmentation	Niche and Mass Markets	Internal and External Influences	Market Research
Topic	A	A	A	A	A	B

Feb-April 5 weeks					
Weeks	22	23	24	25	26
Autumn Term	B	A	B	A	B
Unit	Unit 2: Developing a Marketing Campaign	Unit 2: Developing a Marketing Campaign	Unit 2: Developing a Marketing Campaign	Unit 2: Developing a Marketing Campaign	Unit 2: Developing a Marketing Campaign
Content	Trends and Competition	Decision Making	Evaluating the Validity of Research	SWOT and PESTLE	Marketing Mix
Topic	B	B	B	C	C

	April-May 6 weeks					
Weeks	27	28	29	30	31	32
Summer Term	A	B	A	B	A	B
Unit	Unit 2: Developing a Marketing Campaign	Unit 2: Developing a Marketing Campaign	Unit 2: Developing a Marketing Campaign	Unit 2: Developing a Marketing Campaign	Unit 2: Developing a Marketing Campaign	Unit 2: Developing a Marketing Campaign
Content	Marketing Message	Media for Marketing	Evaluating Success of a Marketing Campaign	Sample Assessment		
Topic	C	C	C			

June-July 7 weeks

33	34	35	36	37	38	39
A	B	A	B	A	B	A

Exam Period