Cambridge National in Enterprise & Marketing Full Course Learning Journey Where next? TA5 Support for Enterprise 'A' Levels in Business, Economics or TA5 Sources of R067 Exam Accounting subjects. Capital 'T' Levels in Accounting or Finance. o Vocational qualifications such as BTECs. Apprenticeships. TA4 Pricing TA5 Forms of **TA4** Pricing **TA4** Extension **TA4** Product Strategies Considerations Strategies Lifecycle Ownership TA4 Types of Selling **TA4 Test TA4** Promotion TA4 The **TA4** Advertising **TA4** Public **TA3** Calculating TA3 Cash Methods Techniques Relations Break-even Marketing Mix **Importance** TA3 Profit/ Loss **TA3 Test** TA2 Market TA2 Types of TA3 Calculating TA3 Costs (Fixed, TA2 Benefits of Data Revenue Variable, Total) Segmentation Segmentation TA2 Secondary Research **TA2 Test** TA1 Entrepreneur TA1 Risk TA1 Risk TA2 Market TA2 Primary Drawbacks Research Research Characteristics Rewards **R069** STOP Review 2. Promotional 1. Develop a 3. Develop a 4. Carry out 5. Pitch Brand Pitch Campaign a Pitch Reflection **R068** Review STOP 6. Impact on 1. Market 2. Customer 3. Product 4. Product 5. Financial Research Profile Development Success Designs Viability September Year 10 R069 R068 R067 **TA** = Topic Area Key: