

DAT Curriculum Map - CNAT Enterprise and Marketing

Year		School Week w/c																																																																																															
Half Term		1								2								3								4							5				6																																																												
Month		September								October								November								December								January								February								March								April								May								June								July								August							
Year 10 Curriculum		LO1: Market Segmentation	LO1: Customer Profile	CAU LO1	LO2: MR Purpose	LO2: Primary Methods & Tools	LO2: Secondary Methods & Tools	LO2: Sampling Methods	KAP1	CAU LO2 Part A	LO2: Selecting Sample Materials	LO2: Collecting, Present & Analysing Results	CAU LO2 Part B	CAU LO2 Part B	Contingency	LO3: Design Ideas	LO3: Self Assessment	LO3: Modifications & Final Design	CAU LO3	Contingency	KAP3	LO4: Costs (Fixed & Variable)	LO4: Pricing Strategy	LO4: Revenue & Profit	LO4: Break-even	LO4: Risk Factors	CAU LO4	Contingency	KAP4	Contingency								Methods & Techniques	LO1: Planning a Brand	LO1: Create a Brand Identity	LO1: Justify Brand Methods & Techniques Chosen	CAU LO1 Part A																																																							
Year 11 Curriculum		LO1: Promotional Objectives	LO1: Traditional Promotion Methods	LO1: Digital Promotion Methods	LO1: Justify Promotion Methods	CAU LO1 Part B	LO3: Plan and create a pitch	LO2: Plan and create a pitch	CAU LO2	CAU LO2	LO3: Practice Pitch	LO3: Pitch Support to Peers	LO3: Improve Pitch Resources	CAU LO3 Part A/B	LO3: Pitch Business Proposal	CAU LO3 Part C	LO4: Review Pitching Skills	CAU LO4 Part A	3.3 (Strong Brand)	3.3 (USP)	LO4: Review Pitching Skills	CAU LO4 Part B	Contingency								KAP5	R064 Exam	LO4: Review Pitching Skills	CAU LO4 Part B	Contingency								KAP5	R064 Exam	LO4: Review Pitching Skills	CAU LO4 Part B	Contingency								KAP5	R064 Exam																																									

- R064
- R065
- R066
- R064 Exam
- CAU Marks Submission & Sample
- Unit Tests
- CAU Assessment