

Year 11 Revision challenge 2023

Subject: Enterprise, Option A/B/C

Session Number	Topic	Resource to use	Compulsory Task to be completed/signed off by subject teacher
1	Promotional Mix Component 3	Revision Booklet	Complete activity 3.1
2	Methods of Advertising Component 3	Revision Booklet	Complete activity 3.2
3	Sales Promotion Component 3	Revision Booklet	Complete activity 3.3
4	Public relations Component 3	Revision Booklet	Complete activity 3.5
5	Direct Marketing Component 3	Revision Booklet	Complete activity 3.6
6	Types of Market Component 3	Revision Booklet	Complete activity 3.7
7	Market Segmentation Component 3	Revision Booklet	Complete activity 3.8