



Summer Bridging Work

Subject: Enterprise & Marketing

Year: 9 into 10

Topic to be taught in September: How to target customers

Suggested background reading that will help then to understand the context of the topic to be studied:

www.bbc.co.uk/bitesize/guides/zn3847h/revision/1

www.bbc.co.uk/bitesize/guides/z7scbdm/revision/1

Relevant films/videos to watch:

Dragons Den on BBC iPlayer

The Pursuit of Happyness

The Devil wears Prada

Activity to undertake: Be an entrepreneur

- Think of a business idea for a product or service:
 - Plan who the target market will be
 - Create a model of the product
 - Produce a leaflet to advertise your product (include price, features, unique selling point (USP) what makes it stand out from the rest?