



Summer Bridging Work

Subject: Enterprise and Marketing

Year: 10 to 11

Topic to be taught in September: Market Research

Suggested background reading that will help then to understand the context of the topic to be studied:
www.bbc.co.uk/bitesize/guides/z6y9rj6/revision/1

Relevant films/videos to watch:
Dragons Den on BBC iPlayer

Activity to undertake:

- 1) Create a questionnaire for a fictitious 'new' product towards a specific target market. Use a mix of quantitative and qualitative data. Use survey monkey and ask 5 friends to complete it.
- 2) Practice creating charts based on the respondents answers. Use excel or google sheets.

www.youtube.com/watch?v=DAU0qqh_I-A