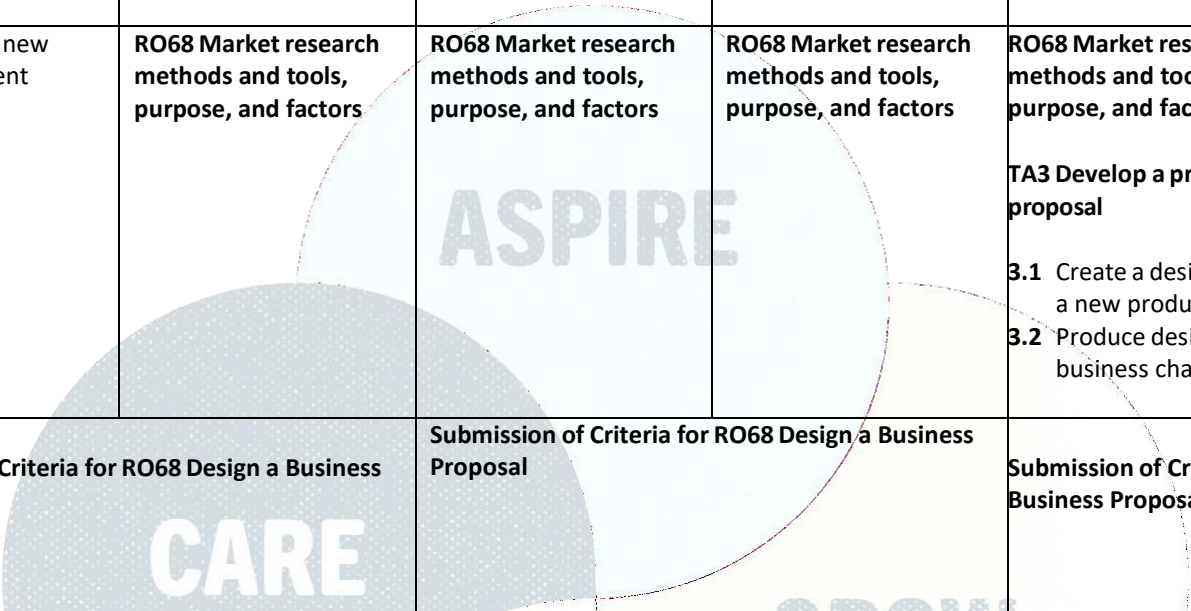


Year 10 OCR Nationals Enterprise and Marketing Subject Curriculum Map

		Autumn Term		Spring Term		Summer Term	
10	Unit Title	R068 Design a business proposal	R068 Design a business proposal	R068 Design a business proposal	R068 Design a business proposal	Unit RO69 Market and pitch a business proposal	Unit RO69 Market and pitch a business proposal
	Key Knowledge	TA1 Market research 1.1.1 primary and secondary market research methods and data types 1.1.2 Sampling methods 1.1.3 market research tools for a business proposal 1.2. Review the results of market research	TA2 How to identify a customer profile 2.1 Market segmentation to build a customer profile TA3 Develop a product proposal 3.1 Create a design mix for a new product 3.2 Produce designs for a business challenge 3.3 Review designs for a product proposal 3.3.1 Review designs for a product proposal 3.3.2 How to finalise a design after feedback	TA4 Review whether a business proposal is financially viable 4.1 Calculate costs, revenue, break-even and profit relating to a business proposal 4.2 Apply an appropriate pricing strategy 4.3 Review the likely financial viability of a business proposal	TA5 Review the likely success of the business proposal 5.1.1 Identify the risks and challenges when launching a new product 5.1.2 How the impact of risks and challenges can be minimised/ Overcome Submission of RO68 for summer moderation	Topic Area 1: What is a brand? 1.1 What is a Brand 1.2 Why branding is used 1.3 Branding Methods	1.4 Produce a competitor analysis 1.4.1 Key factors when researching competing brands 1.4.2 Identify opportunities and threats in the external environment



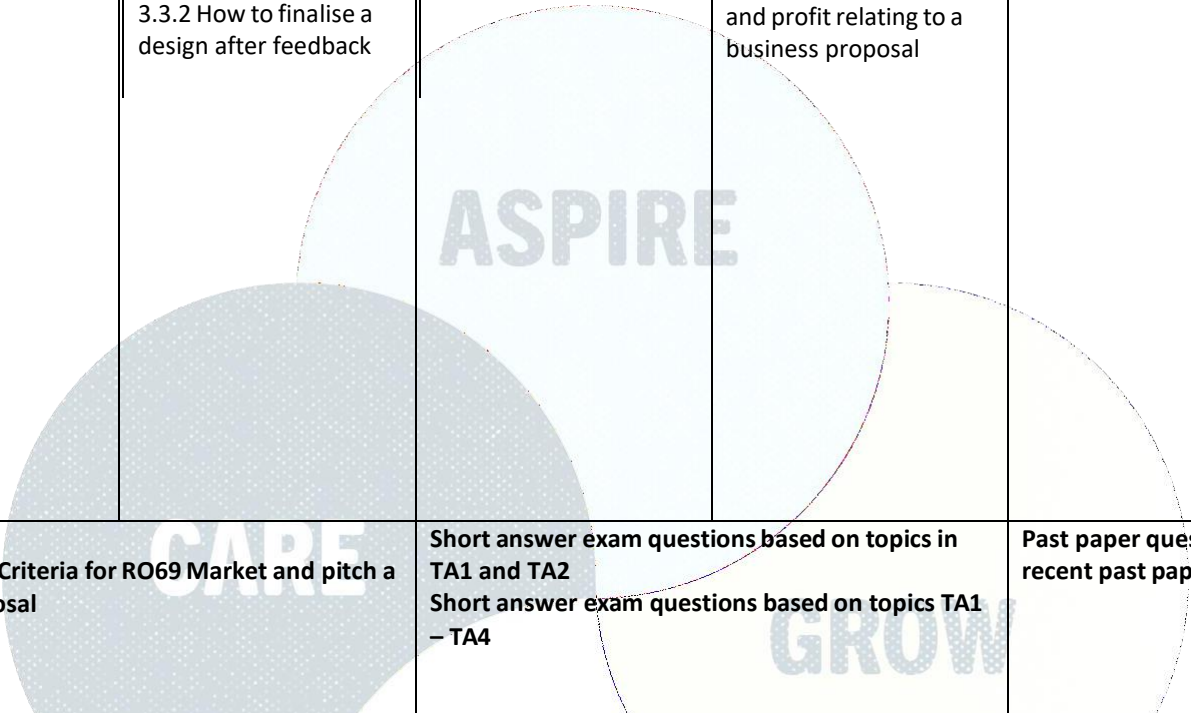
Links to previous learning	N/A as this is a new course to student	RO68 Market research methods and tools, purpose, and factors	RO68 Market research methods and tools, purpose, and factors	RO68 Market research methods and tools, purpose, and factors	RO68 Market research methods and tools, purpose, and factors.	TA3 Develop a product proposal 3.1 Create a design mix for a new product 3.2 Produce designs for a business challenge	RO68 Market research methods and tools, purpose, and factors. RO68 – 5.1.2 How the impact of risks and challenges can be minimised/ Overcome
Key Assessment	Submission of Criteria for RO68 Design a Business Proposal		Submission of Criteria for RO68 Design a Business Proposal		Submission of Criteria for RO69 Market and pitch a Business Proposal		

Year 11 OCR Nationals Enterprise and Marketing Subject Curriculum Map

		Autumn Term		Spring Term		Summer Term	
11	Unit Title	R069 Market and pitch a business proposal	R069 Market and pitch a business proposal	R067 Enterprise and Marketing concepts	R067 Enterprise and Marketing concepts	Unit R067 Enterprise and Marketing concepts	Course completed
	Key Knowledge	TA2 Create a promotional for a brand and product 2.1.1 Explain the objectives of a promotional campaign Sampling methods 2.1.2 Create a plan for a promotional campaign 2.1.3 How to create appropriate promotional materials TA3 Plan and Pitch a proposal 3.1 Considerations when planning a professional pitch 3.2 Use and development of personal and presentation skills 3.3 Benefits of using a practice pitch 3.4 Deliver a professional pitch	TA4 Review a brand proposal, promotional campaign and professional pitch 4.1 Review a brand using a range of sources 4.2 Review a professional pitch to an external audience 4.2.1 Compare the outcomes of the pitch with the initial objectives 4.2.2 Review of personal presentation skills	Topic Area 1: Characteristics, risk and reward for enterprise 1.1 Characteristics of successful entrepreneurs 1.2 Potential rewards for risk taking 1.3 Potential drawbacks for risk taking Topic Area 2: Market research to target a specific customer 2.1 The purpose of market research 2.2 Primary market research methods 2.3 Secondary market research sources 2.4 Types of data 2.5 Types of market segmentation 2.6 The benefits of market	Topic Area 3: What makes a product financially viable 3.1 Cost of producing the product 3.2 Revenue generated by sales of the product 3.3 Profit/loss 3.4 How to use the formula for break-even as an aid to decision making 3.3 3.5 Importance of cash 3.4 Topic Area 4: Creating a marketing mix to support a product 3.5 4.1 The marketing mix elements for a good/service 3.6 4.2 How the elements of the marketing mix work together 3.7 4.3 Types of	4.5 Public relations 4.6 How to sell the good/service to the consumer 4.7 The product lifecycle 4.8 Extension strategies for products in the product lifecycle and the appropriateness of each 4.9 Factors to consider when pricing a product to attract and retain customers 4.10 Types of pricing strategies and the appropriateness of each Topic Area 5: Factors to consider when starting up and running an enterprise 5.1 Appropriate forms of ownership for business start-ups	

				segmentation to a business	advertising medium used to attract and retain customers and the appropriateness of each 3.8 4.4 Sales promotion techniques used to attract and retain customers and the appropriateness of each 3.9	5.2 Source(s) of capital for business start-ups and expansion	
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	Links to previous learning	RO68 Market research methods and tools, purpose, and factors. TA2 How to identify a customer profile 2.1 Market segmentation to build a customer profile	RO68 Market research methods and tools, purpose, and factors TA3 Develop a product proposal 3.1 Create a design mix for a new product 3.2 Produce designs for a business challenge 3.3 Review designs for a product proposal 3.9.1 Review designs for a product proposal	RO68 Market research methods and tools, purpose, and factors	R069 - TA2 Create a promotional for a brand and product 2.1.1 Explain the objectives of a promotional campaign Sampling methods 2.1.2 Create a plan for a promotional campaign 2.1.3 How to create appropriate promotional materials R068 - TA4 Review whether a business proposal is financially viable Calculate costs,	RO68 Market research methods and tools, purpose, and factors. R068 - TA4 Review whether a business proposal is financially viable 4.2 Apply an appropriate pricing strategy 4.3 Review the likely financial viability of a business proposal	



		3.3.2 How to finalise a design after feedback		revenue, break-even and profit relating to a business proposal		
Key Assessment	Submission of Criteria for RO69 Market and pitch a Business Proposal	Short answer exam questions based on topics in TA1 and TA2 Short answer exam questions based on topics TA1 – TA4		Past paper questions. Full questions taken from recent past papers with a focus on longer answers.		