



OCR National Enterprise and Marketing

Curriculum Map

		Autumn Term		Spring Term		Summer Term	
11	Unit Title	Unit RO66 Market and Pitch a business proposal Unit RO64 Concepts of Enterprise and Marketing – re-sit		Unit RO66 Unit RO64	Unit RO66 Unit RO64 (Exam Resit)	RO65 and RO66 Final moderation Re-sits for RO64	Year 11 stand-down
	Key Knowledge	RO66 (portfolio) LO1 Develop a brand identity and promotional plan LO2 Plan a pitch for a proposal RO64 (exam) One lesson per week for those who need to re-sit)	RO66 (portfolio) LO3 Pitch a Proposal to an audience LO4 Review Strengths and weaknesses of a proposal and pitch RO64 (exam) One lesson per week for those who need to re-sit) Tidy up RO65 Design a business proposal for moderation	Exam Re-sit for RO64 Internal marking and preparation of sample for RO65 Design a Business proposal (portfolio) Submission of RO65 for first moderation) Complete LO3 and LO4 Student Presentations and Reviews for RO66 continued (for those absent/not completed)	Completion of any improvements for RO65 and RO66 Revise for any RO64 re-sits for May.	Prepare for final moderations of RO65 and RO66 RO64 Re-sits Final moderation for RO65 and RO66	
	Links to previous learning	RO64 Enterprise and Marketing Concepts and RO65 Design a business Proposal, Market Research, Marketing methods and Promotion	RO64 Enterprise and Marketing Concepts and RO65 Design a business Proposal, Market Research, Marketing methods and Promotion	RO64 Enterprise and Marketing Concepts and RO65 Design a business Proposal, Market Research, Marketing methods and Promotion	RO64 Enterprise and Marketing Concepts and RO65 Design a business Proposal, Market Research, Marketing methods and Promotion	RO64 Enterprise and Marketing Concepts and RO65 Design a business Proposal, Market Research, Marketing methods and Promotion	



