

# KEY STAGE 4 CURRICULUM INFORMATION

## KEY STAGE 4 ENTERPRISE & MARKETING

Examination Board	OCR	Specification Code	OCR Level 1 / 2 Cambridge National in Enterprise & Marketing
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During **R067 Enterprise and Marketing Concepts**, students will learn about the key factors to consider and activities that need to happen to operate a successful small start-up business.

### Topics include:

- Characteristics skills, risk and reward for enterprise
- Market research to target a specific customer
- What makes a product financially viable
- Creating a marketing mix to support a product
- Factors to consider when starting up and running an enterprise

1 hour 15 mins exam during Year 11

During **R068 Design a Business Proposal**, students will identify a customer profile for a specific product, complete market research to generate product design ideas, and use financial calculations to propose a pricing strategy and determine the viability of their product proposal.

### Topics include:

- Market research
- How to identify a customer profile
- Develop a product proposal for a business brief
- Review whether a business proposal is financially viable
- Review the likely success of the business proposal

10-12 hours to complete a set assignment in school.

During **R069 Market and Pitch a Business Proposal**, students will develop pitching skills to be able to pitch your business proposal to an external audience. Finally, you will review your pitching skills and business proposal using the learning, self-assessment and feedback gathered.

### Topics include:

- Develop a brand identity to target a specific customer profile
- Create a promotional campaign for a brand and product
- Plan and pitch a proposal
- Review a brand proposal, promotional campaign and professional pitch.

10-12 hours to complete a set assignment in school.

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### ASSESSMENT DETAILS

To be successful students will need to be able to:

- Manage time effectively and meet assignment deadlines
- Reflect and act upon feedback provided
- Apply subject knowledge to examination questions
- Be able to write clear, concise coursework with good spelling, punctuation and grammar

**R067:** Externally assessed task via a 1.15hr examination - **40%** of the qualification

**R068:** Internally assessed assignment & moderated - **30%** of the qualification

**R069:** Internally assessed assignment & moderated - **30%** of the qualification

All assessments are graded Pass, Merit, Distinction or Distinction\* and with the exception of D\* can be at Level 1 or Level 2

### ADDITIONAL EQUIPMENT NEEDED

- Access to a computer as course resources will be available online through the school email and google drive
- Book for notes
- Assignment briefs will be issued for each internally assessed component
- A calculator

### WHAT CAN I DO TO SUPPORT MY CHILD AT HOME?

- Encourage students to carry out wider reading on topics covered in class, additional reading will be provided on Google Classroom
- Encourage students to watch/read the news and discuss any Business related stories with them
- Use the OCR and Boost website to practice exam questions, utilise mark schemes and examiners report
- Be aware of homework and assignment deadlines (Go4schools and Google Classroom) and encourage students to meet them to avoid late submission of work
- Encourage students to learn key words and terminology from the course textbook which is available electronically through the school email and Google drive system
- Support by motivating students in meeting deadlines for assessments

### RECOMMENDED RESOURCES FOR THE COURSE:

**Books:** Level 1/Level 2 Cambridge National in Enterprise & Marketing (J837): Second Edition

**Revision guide:** ClearRevise OCR Enterprise and Marketing J837

### ADDITIONAL INFORMATION

- Strict guidelines and rules regarding malpractice & plagiarism - students will be issued with an NEA guide and must show they have read it and understood it by annotating & highlighting this. It will be stored in their Progress folders.

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### TEACHING STAFF CONTACT DETAILS

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