



# Enterprise and Marketing

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*Ofsted said: "Since the previous inspection, leaders have developed a rich key stage 4 curriculum from scratch."*

February 2022

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## **EXAM BOARD: OCR**

This qualification has three mandatory units.

### **Unit R067: Enterprise and Marketing Concepts**

This is assessed by an examination. In this unit, 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:

- Skills of an entrepreneur, 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

### **Unit R068 Design a Business Proposal**

This is assessed by a set assignment.

In this unit, 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

### **Unit R069 Market and Pitch a Business Proposal**

This is assessed by a set assignment.

In this unit, students will develop pitching skills to be able to pitch a business proposal to an external audience. Finally, students will

review their pitch and proposal using the learning, self-assessment and feedback gathered.

Topics include:

- Developing a brand identity to target a specific customer profile
- Creating a promotional campaign for a brand and product
- Planning and pitching a proposal
- Reviewing a brand proposal, promotional campaign and professional pitch

### **Assessment information**

The exam is 1 hour and 15 minutes long and is out of 80 marks. It is worth 40% of the qualification.

Units 2 and 3 have an equal weighting of 30% each. Students will need to produce a variety of evidence including written reports, collages, questionnaire/interview sheets, scripts, video recordings and keynote slides, amongst other pieces. These are both assessed out of 60.

### **Why should I choose Enterprise and Marketing?**

- Combines practical and written skills
- A variety of ways to be assessed rather than just exams
- It links to a variety of career choices
- Prepares students for A-levels or vocational choices at college
- The examined unit has some of the same topics as the coursework unit allowing students to consolidate their skills
- Make judgements and decisions replicating business scenarios
- Gain practical experience pitching a product

### **What will my child gain from the qualification?**

All results are on the following scale:

Level 2 - distinction\*, distinction, merit, pass

Level 1 - distinction, merit, pass and unclassified

**Further reading materials:**

Enterprise and Marketing Specification J834

[www.ocr.org.uk/Images/610949-specification-cambridge-nationals-enterprise-and-marketing-j837.pdf](http://www.ocr.org.uk/Images/610949-specification-cambridge-nationals-enterprise-and-marketing-j837.pdf)

**For further information, please contact:**

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