

Subject	Year 10 content – Spring term	
OCR National – Enterprise and marketing  (Business)	<p>During the spring term students will continue with their R067 examination work and their R068 coursework.</p> <p><b>4 – (R067) Examination unit</b></p> <p>3.5 Cash &amp; Profit</p> <p>4.1 Marketing Mix</p> <p>4.2 How the elements of the marketing mix work together</p> <p>4.3 Types of advertising medium used to attract and retain customers and the appropriateness of each</p> <p>4.4 Sales promotion techniques used to attract and retain customers and the appropriateness of each</p> <p>4.5 Public relations</p> <p>4.6 How to sell the good/service to the consumer</p> <p>4.7 The product lifecycle</p> <p>4.8 Extension strategies for products in the product lifecycle and the appropriateness of each</p> <p>4.9 Factors to consider when pricing a product to attract and retain customers</p> <p>4.10 Types of pricing strategies and the appropriateness of Each</p> <p>5.1 Appropriate forms of ownership for business start-ups</p> <p>5.2 Source(s) of capital for business start-ups</p> <p>5.2 Source(s) of capital for business start-ups and expansion</p> <p>5.3 Support for enterprise</p> <p><b>2 - (R068) Coursework</b></p> <p>Pricing strategies</p>	<ul style="list-style-type: none"> <li>• Encourage your child to revise content taught in school from their class notes or resource booklets, testing them on the key concepts and key terms for each topic if possible.</li> <li>• Encourage your child to complete additional coursework at home to add extra detail.</li> <li>• Encourage your child to attend the drop-in session 3 available for additional support.</li> </ul>

