

Subject	Year 11 content – Autumn term	
OCR National – Enterprise and marketing	<p>Students will begin the final piece of coursework for the OCR Enterprise and Marketing course, R066. Focusing on the following topic areas:</p> <p>Learning Outcome 1: Be able to develop a brand identity and promotional plan to target a customer profile</p> <p>1.1 Build a brand identity</p> <ul style="list-style-type: none"> • What is a brand? i.e. <ul style="list-style-type: none"> - Strategy - Brand personality - An identity - An image • Why branding is used i.e. <ul style="list-style-type: none"> - Trust - Recognition - Image - Quality - Differentiation - Adding value - Build customer loyalty • Branding methods and techniques, i.e. <ul style="list-style-type: none"> - A logo - Sounds/jingles - - Straplines/catchphrases/slogans - Celebrity endorsements - Characters <p>1.2 Plan brand ideas for a business challenge, i.e.</p> <ul style="list-style-type: none"> • Assess the appeal to the customer profile • Research other brands, i.e. <ul style="list-style-type: none"> - Strengths - Weaknesses - USPs • Formulate brand designs for a proposal, i.e. <ul style="list-style-type: none"> - Relate to research findings for other brands - Assess the likelihood of success or failure of different options (e.g. appeal to customer profile, design elements) 	<ul style="list-style-type: none"> • 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. • Encourage your child to complete additional coursework at home to add extra detail. • Encourage your child to attend the drop-in session 3 available for additional support.

1.3 Promote a product

- Promotional objectives, i.e.
 - to raise awareness of a product or service
 - to remind
 - to differentiate
 - to persuade or inform
 - to create market presence
 - to boost market share
- Methods of promotion, i.e.
 - Digital promotion, i.e.
 - Web page
 - Social media
 - SMS texts
 - Podcasts
 - Blogs/vlogs
 - Online advertisements
 - Offline/traditional promotion, i.e.
 - Flyers
 - Advertisements
 - Events
 - Sponsorship

- Select and justify appropriate promotional methods, i.e.
 - Key factors that influence the selection of methods
 - Appeal to customer profile
 - How different methods complement each other

Learning Outcome 2: Be able to plan a pitch for a proposal

2.1 Plan a pitch, i.e.

- Consider audience
- Establish objectives of pitch
- Consider venue.
 - Convenience
 - Appropriate size
 - Room layout, props
 - Equipment required
- Identify appropriate media to deliver a pitch (e.g. PowerPoint, handouts, verbal prompts)

	<ul style="list-style-type: none">• Structure of pitch, i.e.<ul style="list-style-type: none">- Introduction- Content presented in logical order- Conclusion (e.g. memorable closure)- Use and value of visual aids (e.g. use of graphics, multimedia resources) • Consider personal appearance • Anticipate potential questions and plan responses	
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