

Subject	Year 11 content – Spring term	
<p>OCR National – Enterprise and marketing</p>	<p>During the spring term students will continue with their R066 coursework, focusing on the following topic areas:</p> <p>Learning Outcome 3: Be able to pitch a proposal to an audience</p> <p><i>3.1 Use and develop personal and presentation skills to deliver a professional pitch</i></p> <ul style="list-style-type: none"> • Personal presentation to demonstrate the intended image • Professionalism • Verbal • Non-verbal • Use of notes/cues • Use of appropriate visual aids/media • Self-confidence, enthusiasm, self-belief • Target the needs and desires of audience • Time management • Rehearse in advance of a pitch • Deliver a practice pitch • Answer questions from the audience <p>Learning Outcome 4: Be able to review the strengths and weaknesses of a proposal and pitch</p> <p>4.1 Review a professional pitch to an external audience</p> <ul style="list-style-type: none"> • Review pitch, using a range of sources of evidence, <ul style="list-style-type: none"> - Self-assessment - Feedback from others - Lessons learnt from the practice pitch - Lessons learnt from the professional pitch • Compare the outcomes of the pitch with objectives, <ul style="list-style-type: none"> - What went well - What could have been improved 	<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.

	<ul style="list-style-type: none">- Format of presentation- Visual aids selected- Timing of presentation- Anticipation and preparation of responses to potential questions <ul style="list-style-type: none">• Personal presentation skills<ul style="list-style-type: none">- Communication skills- Professionalism- Ability to answer questions from the audience• Future developments/recommendations for further refinement <p><i>4.2 Review a business proposal</i></p> <ul style="list-style-type: none">• The product proposal• The pricing strategy• The brand• The promotional plan• Its relevance and appeal to the identified customer profile <ul style="list-style-type: none">• Review proposal, using a range of sources of evidence, i.e.<ul style="list-style-type: none">- Self-assessment- Feedback from others (e.g. target customers, pitching panel, peers, commercial contacts)- Lessons learnt from practice and professional pitch• Future developments/recommendations for further refinement of a business proposal	
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