

The OCR Nationals Enterprise and Marketing curriculum is sequential, allowing students to build on knowledge gained in Year 9.

Students will use knowledge and skills from year 9 to successfully complete two pieces of coursework in Year 10, worth a total of 60% of the overall grade.

Subject	Year 10 content – Autumn term	
OCR National – Enterprise and marketing R068 - Design a business proposal	Students will begin with an introduction to the R068 coursework unit, and the new assignment project as outlined by the examination board. Task 1 Carry out market research to aid decisions relating to a business proposal - Identifying the overall aims of the research - Selecting appropriate research methods to gather relevant information - Selecting appropriate research types - Identifying factors that businesses need to consider when completing research: - Cost - Location - Personnel availability - Time - Choosing a sampling method appropriate to a given scenario - Using appropriate skills to conduct primary and secondary research - Checking the accuracy of secondary research: Reliability of sources - Review the results of market research Task 2 - identify a customer profile - Identify potential customers and build a customer profile based on market research findings - Apply market segmentation to build a customer profile Task 3 – Develop a product proposal - Create a design mix for a new product - Produce designs for a new product - Review designs for a product proposal - finalise a design after feedback	- 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 all assignment tasks to the set deadlines, to the required depth. - Encourage your child to attend the drop-in session 3 available for additional support.

Subject	Year 10 content – Spring term	
OCR National – Enterprise and marketing (Business)	During the spring term students will continue their R068 coursework. Task 4 – Review Financial viability • Calculate costs, revenue, break-even and profit relating to a business proposal ○ Variable costs ○ Total costs ○ Proposed selling price per unit ○ Revenue ○ Break-even level of sales including the impact of a change in price ○ Profit per unit ○ Total profit • Apply an appropriate pricing strategy • Review the likely financial viability of a business proposal Task 5 – Review the Risks and challenges when launching a new product • Identify the risks and challenges when launching a new product • How the impact of risks and challenges can be minimised/overcome Final Deadline March. Submission to examination board May	• 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 all assignment tasks to the set deadlines, to the required depth. • Encourage your child to attend the drop-in session 3 available for additional support.

Subject	Year 10 content – Summer term	
OCR National – Enterprise and marketing R069: Market and pitch a business proposal	Late in Spring term and throughout the summer term, students will complete the R069 coursework unit. This is 30% of the overall grade, following on from the R068 scenario provided at the beginning of the academic year. Task 1 - Develop a brand identity to target a specific customer profile • Produce a competitor analysis including: ○ Strengths ○ Weaknesses ○ Unique selling point ○ How the product proposal differs to those brands • Identify opportunities and threats in the external environment ○ Economic ○ Social ○ Technological ○ Ethical • Create the following for the scenario given ○ Brand personality ○ Brand identity ○ Brand image • Create 2 Branding Methods Task 2 - Create a promotional campaign for a brand and product • Explain the objectives of a promotional campaign • Create a plan for a promotional campaign • create appropriate promotional materials Task 3 – Plan and pitch the product proposal Considerations when planning a professional pitch • How to anticipate potential questions and plan responses • Use and develop personal and presentation skills • Practice Pitchy • Refinement of pitch following feedback • Deliver professional pitch	• 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 all assignment tasks to the set deadlines, to the required depth. • Encourage your child to attend the drop-in session 3 available for additional support.

	Task 4: Review a brand proposal, promotional campaign and professional pitch • Review a brand using a range of sources • Review a professional pitch to an external audience • Compare the outcomes of the pitch with the initial objectives • Review of personal presentation skills • Consider strengths and areas for development throughout	
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