

The Year 11 OCR National Enterprise and Marketing curriculum follows on from initial learning of the examination content started in Year 9. This was developed with practical skills in the year 10 curriculum delivery of R068 and R069 coursework assignments. Year 11 students on this course will focus on finalising R069 at the beginning of the autumn term, followed by in depth coverage of the examination requirements and question technique practice.

Subject	Year 11 content – Autumn term	
OCR National – Enterprise and marketing R067 - Enterprise and marketing concepts	Students will begin the term by finalising their R069 assignment. This will be completed and submitted by October half term at the latest. R067 - Enterprise and marketing concepts Key areas will be revisited and revised with a focus on examination technique • Characteristics of successful entrepreneurs • Why each characteristic may help the entrepreneur to be successful • Potential drawbacks and rewards for risk taking Market research to target a specific customer • The purpose of market research • Why do entrepreneurs need to carry out market research? • Primary market research methods • Secondary market research sources • Types of data • Types of market segmentation • The benefits of market segmentation to a business Key assessment point What makes a product financially viable? • Cost of producing the product • Revenue generated by sales of the product • Profit/loss • How to use the formula for break-even as an aid to decision making • Importance of cash Key assessment point - R067 Mock Examination - November	• Support your child with their homework in learning key terms and formulae for their regular class tests – these will include multiple choice questions, calculations, definitions, and explanations of key terms. • Talk about Business at home around the topics that are being studied. If you hear something on the news/radio about entrepreneurs or a new business opening in the area, ask them how they could link it to small businesses. • Read – newspapers, magazines, news articles online, autobiographies of famous entrepreneurs. There are plenty of resources in the school and public library. • Watch <i>The Apprentice</i> on BBC – this gives an insight into a variety of business topics; <i>Dragon's Den</i> is highly recommended as students get an insight on business planning and financial planning. • A wealth of resources including videos and end of topic quizzes: BBC Bitesize – OCR Nationals YouTube – R067

Subject	Year 11 content – Spring term															
OCR National – Enterprise and marketing R067 - Enterprise and marketing concepts	Creating a marketing mix to support a product - The marketing mix elements for a good/service - Product - Price - Place - Promotion - How the elements of the marketing mix work together - Types of advertising medium used to attract and retain customers and the appropriateness of each <table><tr><td>Non-digital</td><td>Digital</td></tr><tr><td>Leaflets</td><td>Social Media – video, feedback, social networks</td></tr><tr><td>Newspapers</td><td>Websites</td></tr><tr><td>Magazines</td><td>Online banners/pop-ups</td></tr><tr><td>Radio</td><td>SMS texts</td></tr><tr><td>Posters/billboards</td><td>Podcasts</td></tr><tr><td>Cinema</td><td>Vlogs/blog</td></tr></table> Key assessment point - Sales promotion techniques used to attract and retain customers and the appropriateness of each - Public relations - How to sell the good/service to the consumer - Physical – shops, face to face - Digital – e-commerce, websites, social media marketplace sites, online auction sites, downloads - The product lifecycle - Extension strategies for products in the product lifecycle and the appropriateness of each - Factors to consider when pricing a product to attract and retain customers	Non-digital	Digital	Leaflets	Social Media – video, feedback, social networks	Newspapers	Websites	Magazines	Online banners/pop-ups	Radio	SMS texts	Posters/billboards	Podcasts	Cinema	Vlogs/blog	- Support your child with their homework in learning key terms and formulae for their regular class tests – these will include multiple choice questions, calculations, definitions, and explanations of key terms. - Talk about Business at home around the topics that are being studied. If you hear something on the news/radio about entrepreneurs or a new business opening in the area, ask them how they could link it to small businesses. - Read – newspapers, magazines, news articles online, autobiographies of famous entrepreneurs. There are plenty of resources in the school and public library. - Watch <i>The Apprentice</i> on BBC – this gives an insight into a variety of business topics; <i>Dragon’s Den</i> is highly recommended as students get an insight on business planning and financial planning. - A wealth of resources including videos and end of topic quizzes: BBC Bitesize – OCR Nationals YouTube – R067
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	• Types of pricing strategies and the appropriateness of each ○ Competitive pricing ○ Psychological pricing ○ Price skimming ○ Price penetration Key assessment point Factors to consider when starting up and running an enterprise • Appropriate forms of ownership for business start-ups ○ Sole trader ○ Partnership, including limited liability partnerships ○ Private Limited Company (Ltd) ○ Franchise ○ Features of each form of ownership ▪ Ownership ▪ Liability (limited/ unlimited) • Source(s) of capital for business start-ups and expansion ○ Own savings ○ Friends and family ○ Loans ○ Crowdfunding ○ Grants ○ Business angels • Support for enterprise	
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Subject	Year 11 content – Summer term	
R067 - Enterprise and marketing concepts	Targeted Revision and examination practice covering: • Topic Area 1: Characteristics, risk and reward for enterprise • Topic Area 2: Market research to target a specific customer • Topic Area 3: What makes a product financially viable • Topic Area 4: Creating a marketing mix to support a product • Topic Area 5: Factors to consider when starting up and running an enterprise	• Support your child with their homework in learning key terms and formulae for their regular class tests – these will include multiple choice questions, calculations, definitions, and explanations of key terms. • Talk about Business at home around the topics that are being studied. If you hear something on the news/radio about entrepreneurs or a new business opening in the area, ask them how they could link it to small businesses. • Read – newspapers, magazines, news articles online, autobiographies of famous entrepreneurs. There are plenty of resources in the school and public library. • Watch <i>The Apprentice</i> on BBC – this gives an insight into a variety of business topics; <i>Dragon's Den</i> is highly recommended as students get an insight on business planning and financial planning. • A wealth of resources including videos and end of topic quizzes: BBC Bitesize – OCR Nationals YouTube – R067