



OCR NATIONAL – ENTERPRISE AND MARKETING - CURRICULUM INTENT – 2024-2026

OCR NATIONAL IN ENTERPRISE AND MARKETING	Yr10 Content	Yr10 Key Assessment	Yr 11 Content	Yr 11 Key Assessment
	<p data-bbox="577 499 884 558">R068 Develop a Business Proposal:</p> <p data-bbox="562 592 904 879">In this unit, pupils will identify a customer profile for a specific product, complete market research to generate product design ideas, and use financial calculations to propose a pricing strategy and determine the viability of their product proposal.</p> <p data-bbox="562 919 741 943">Topics include:</p> <ul data-bbox="618 951 889 1337" style="list-style-type: none">✓ Market research✓ How to identify a customer profile✓ Develop a product proposal for a business brief✓ Review whether a business proposal is financially viable✓ Review the likely success of the business proposal		<p data-bbox="1339 494 1626 584">R069 Market and Pitch a Business Proposal (see Year 10 for details)</p> <p data-bbox="1458 624 1507 647">And</p> <p data-bbox="1296 687 1666 746">R067 Enterprise and Marketing Concepts:</p> <p data-bbox="1288 786 1675 1007">By completing this unit, pupils will understand the main activities that will need to happen to support a start-up business and what the key factors are to consider when starting up a business.</p> <p data-bbox="1288 1046 1464 1070">Topics include:</p> <ul data-bbox="1339 1078 1673 1369" style="list-style-type: none">✓ Characteristics, risk and reward for enterprise✓ Market research to target a specific customer✓ What makes a product financially viable✓ Creating a marketing mix to support a product	

			✓ Factors to consider when starting up and running an enterprise	
Autumn 1	<p>R068 Develop a Business Proposal:</p> <p>Topic 1</p> <p>Students will explain the overall aims of their market research.</p> <ul style="list-style-type: none"> • Choose appropriate market research tools. They should choose two primary and one secondary market research tool. • Select your sampling method(s). Give reasons for your selection. • Create your three chosen market research tools. You must be able to collect both quantitative and qualitative data. • Carry out your market research. • Collate your market research findings. Select and use the most appropriate method(s) to present the results. • Review the results of your completed market research. 	Teacher, internally marked portfolio work	<p>R069 Market and Pitch a Business Proposal</p> <p>Topic 3</p> <p>Explain the factors that you need to consider when planning to deliver the pitch for your design:</p> <p><input type="checkbox"/> Objectives of the pitch. <input type="checkbox"/> Venue. <input type="checkbox"/> Audience. <input type="checkbox"/> Use of appropriate media. <input type="checkbox"/> Personal appearance.</p> <p>•Produce a pitch and resources/supporting material to show that your business proposal will be successful. This should include: <input type="checkbox"/> A visual aid to help deliver your pitch e.g. presentation slides, flip chart. <input type="checkbox"/> A second visual aid to hand out to your audience e.g. handouts, props, mood board from R068, advert storyboard/mock-ups. <input type="checkbox"/> Speaker notes/prompt cards. <input type="checkbox"/> Identification of possible questions from the audience and suitable responses that you could give to the questions.</p> <p>Carry out a practice pitch in front of at least two of your peers. They should provide you with some</p>	Teacher, internally marked portfolio work

			<p>support, ask you relevant questions, and offer feedback on your pitch. • Watch the practice pitch of at least one of your peers to provide support, ask relevant questions, and offer feedback. Following the practice pitch, you must:</p> <ul style="list-style-type: none"> - Use the feedback received from your peers and your own judgement to: <input type="checkbox"/> Reflect on, review and refine your personal pitching skills, your pitch plan and supporting materials. <input type="checkbox"/> Demonstrate the changes that you have made following the feedback from the practice pitch, e.g. annotate the visual aids, handouts and other support materials prepared for the practice pitch to show the changes made. 	
Autumn 2	<p>R068 Develop a Business Proposal</p> <p>Topic 2</p> <p>Referring to your market research findings, apply your knowledge of market segmentation to create and describe your customer profile.</p> <ul style="list-style-type: none"> • Justify your customer profile decision with reference to your market research findings 	Teacher, internally marked portfolio work	<p>R069 Market and Pitch a Business Proposal</p> <p>Topic 4</p> <p>Final presentation - a professional pitch you must demonstrate:</p> <ul style="list-style-type: none"> - The use of appropriate media/visual aids/supporting materials. • Effective presentation skills. • Time management skills. 	Teacher, internally marked portfolio work

	<p>Start Topic 3</p> <p>Use your customer profile and your market research findings to create the outline of the design mix for your t-shirt.</p> <ul style="list-style-type: none"> • Give reasons for your chosen design mix, referring to your customer profile and market research findings. • Use your design mix to generate two product design ideas. You must provide evidence of using a different creative technique for each product design idea. • You will need to select one material type, one colour choice and one sleeve length for each design. You also need to select at least two design options for your t-shirt from the list provided . Make a note of whether you have used a standard or non-standard colour, or more than one colour as this will affect your variable cost of production. • For one of your design ideas, describe how you have used your design mix and market research findings to inform the design 		<ul style="list-style-type: none"> • Appropriateness of your pitch to meet the needs of the audience. • Persuasiveness to encourage your audience to produce your product proposal. • Ability to answer questions asked by your audience <p>and</p> <p>R067 Enterprise and Marketing Concepts:</p> <p>By completing this unit, pupils will understand the main activities that will need to happen to support a start-up business and what the key factors are to consider when starting up a business.</p> <p>Topics include:</p> <ul style="list-style-type: none"> ✓ Characteristics, risk and reward for enterprise ✓ Market research to target a specific customer ✓ What makes a product financially viable ✓ Creating a marketing mix to support a product ✓ Factors to consider when starting up and running an enterprise 	<p>End of topic tests; exam board questions</p>
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<p>Spring 1</p>	<p>R068 Develop a Business Proposal</p> <p>Topic 4</p> <p>Produce a self-assessment of both designs.</p> <ul style="list-style-type: none"> • Obtain verbal and written feedback on your designs from different individuals (e.g. interviews and questionnaires). • Identify the strengths and weaknesses of your design proposals based on the feedback received. • Create your final t-shirt design by modifying one of your designs, clearly labelling the alterations that you have implemented. • Explain the reasons for choosing the final t-shirt design, making reference to the design mix. 	<p>Teacher, internally marked portfolio work</p>	<p>R067 Enterprise and Marketing Concepts</p> <p>Topic 5</p> <p>Review your performance after completing your professional pitch. Within your review you must explain your strengths and areas for development.</p> <p>You must include the following aspects: <input type="checkbox"/> Verbal communication (e.g. clarity, tone of voice, voice projection, use of formal/informal language, pace). <input type="checkbox"/> Non-verbal communication (e.g. body language, posture, eye contact, confidence, visual aids, gestures). <input type="checkbox"/> Visual aids (e.g. design, amount of content, appropriateness). <input type="checkbox"/> Time management. <input type="checkbox"/> Ability to answer questions from the audience. <input type="checkbox"/> Value of rehearsing and practising your pitch. <input type="checkbox"/> Feedback received from others.</p> <ul style="list-style-type: none"> • Review your business proposal, identifying strengths and areas for development. You must review the following aspects: <input type="checkbox"/> Costs for your product proposal campaign (Unit R069, Task 2). <input type="checkbox"/> Your promotional materials (Unit R069, Task 2) and the 	
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			<p>approximate costs of producing them.</p> <p>- Explain the likely overall success of your product proposal.</p> <ul style="list-style-type: none"> • Assess future developments/recommendations for further refinement of the brand and promotional campaign. <p>R067 Enterprise and Marketing Concepts:</p> <p>By completing this unit, pupils will understand the main activities that will need to happen to support a start-up business and what the key factors are to consider when starting up a business.</p> <p>Topics include:</p> <ul style="list-style-type: none"> ✓ Characteristics, risk and reward for enterprise ✓ Market research to target a specific customer ✓ What makes a product financially viable ✓ Creating a marketing mix to support a product <p>Factors to consider when starting up and running an enterprise</p>	<p>End of topic tests; exam board questions</p>
Spring 2	R068 Develop a Business Proposal Topic 5	Teacher, internally marked portfolio work	R067 Enterprise and Marketing Concepts	

	<p>Identify all relevant costs (including fixed costs) and calculate the total variable costs for your t-shirt design.</p> <ul style="list-style-type: none"> • Predict the likely number of your t-shirts that may sell in the first month. Give reasons for your decision. • Recommend a pricing strategy and a selling price which are appropriate for your chosen t-shirt design and customer profile. Give reasons for your decision. • Complete the following calculations: <input type="checkbox"/> Predicted total costs for the first month. <input type="checkbox"/> Predicted revenue for the first month. <input type="checkbox"/> Predicted total profit for the first month. Calculate the break-even level of sales. Describe what the results show. • Describe the potential impact on the break-even level of sales of a change in price. Consider the impact this could have for the business proposal. • Use all of your calculations to evaluate the financial viability of your business proposal 		<p>By completing this unit, pupils will understand the main activities that will need to happen to support a start-up business and what the key factors are to consider when starting up a business.</p> <p>Topics include:</p> <ul style="list-style-type: none"> ✓ Characteristics, risk and reward for enterprise ✓ Market research to target a specific customer ✓ What makes a product financially viable ✓ Creating a marketing mix to support a product <p>Factors to consider when starting up and running an enterprise</p>	<p>End of topic tests; exam board questions</p>
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	<p>Topic 6</p> <p>Explain the risks and challenges that Class Designs may face when producing and launching your new t-shirt design.</p> <ul style="list-style-type: none"> • Evaluate the impact of the risks and challenges on the success of your business proposal and how the impact of these risks and challenges could be minimised / overcome 			
Summer 1	<p>R069 Market and Pitch a Business Proposal:</p> <p>In this unit, pupils will develop pitching skills to be able to pitch a business proposal to an external audience. Finally, pupils will review their pitching skills and business proposal using self-assessment and feedback gathered to make their product appeal to a specific customer profile.</p> <p>Topics include:</p> <ul style="list-style-type: none"> ✓ Develop a brand identity to target a specific customer profile 	Externally marked R068 portfolio – May 2025	<p>R067 Enterprise and Marketing Concepts</p> <p>R067 Enterprise and Marketing Concepts:</p> <p>By completing this unit, pupils will understand the main activities that will need to happen to support a start-up business and what the key factors are to consider when starting up a business.</p> <p>Topics include:</p> <ul style="list-style-type: none"> ✓ Characteristics, risk and reward for enterprise ✓ Market research to target a specific customer ✓ What makes a product 	<p>End of topic tests; exam board questions</p> <p>External exam – May 2025</p> <p>Externally marked R069 portfolio – May 2025</p>

	<ul style="list-style-type: none"> ✓ Create a promotional campaign for a brand and product ✓ Plan and pitch a proposal ✓ Review a brand proposal, promotional campaign and professional pitch <p style="text-align: center;">Topic 1</p> <p>Briefly outline your product design and target customer profile from R068.</p> <ul style="list-style-type: none"> • Research your competitors' products to find out strengths, weaknesses and their unique selling points. • Carry out an analysis of the opportunities and threats in the external environment • Based on your research and analysis, review the strengths, weaknesses, and unique selling point of your product design. <p>Create a brand personality which considers: <input type="checkbox"/> brand identity <input type="checkbox"/> brand image <input type="checkbox"/> three branding methods, to include a logo.</p> <ul style="list-style-type: none"> • Justify the combination of branding methods you have 		<p>financially viable</p> <ul style="list-style-type: none"> ✓ Creating a marketing mix to support a product <p>Factors to consider when starting up and running an enterprise</p>	
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	<p>chosen to create your brand personality.</p> <ul style="list-style-type: none"> • Assess the likely success of your brand with reference to your target customer profile and market research findings from R068. 			
Summer 2	<p>R069 Market and Pitch a Business Proposal</p> <p>Topic 2</p> <p>Explain the objectives and Key Performance Indicators (KPIs) for your promotional campaign.</p> <ul style="list-style-type: none"> • Create three different types of promotional materials to raise awareness of your product. The types used must be a combination of digital and non-digital materials. • Justify your choice of materials based on how well they complement each other and meet the needs of your target customer profile. • Produce a timeframe for your campaign and justify why it is appropriate. 	Teacher, internally marked portfolio work	-	-