



### Why is the study of Enterprise and Marketing important?

An aspiration for many young people is to be self-employed and start their own business. The skills required for this, such as being able to work collaboratively and creatively, solve problems and have awareness of businesses and customers, are also those requested by employers. Studying enterprise and marketing will allow you to get to grips with key aspects of running small businesses with a focus on enterprise and marketing. You are given this amazing opportunity to gain the right combination of knowledge, understanding and skills required for the 21st century and be a successful citizen.

*"Innovation distinguishes between leader and a follower"*

– Steve Jobs.

You will have the opportunity to study the understanding of enterprise and marketing concepts. Through the first topic you 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. In the second topic, learners will develop the skills to design a business proposal to meet a specific business challenge. They 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. In the third topic, you will develop the skills to create a brand identity and promotional plan for their specific business product proposal developed in the second topic. You will develop pitching skills in order to pitch their business proposal to an external audience. Finally, you will review their pitching skills and business proposal using their learning, self-assessment and feedback gathered. The knowledge and skills developed by completing this topic will be transferable to further, related learning in areas such as enterprise, marketing or business.

*"Marketing's job is never done. It's about perpetual motion. We must continue to innovate every day."*

– Beth Comstock. (CEO of General Electric).

By studying enterprise and marketing you will gain an insight into the world of business and development of innovating ideas. Entrepreneurs can be anyone of any age as long as you have the creativity, imagination and a thirst for hard work.

### The Big Questions

Are businesses drowning in social media? Is my product or service a real business idea? What differentiates my product from the competition? How much power do customers have? What's my appetite for risk? How am I going to fund my idea? Who is my role model? Am I keeping up with fast changing technology?

### What skills will the study of Enterprise and Marketing teach you?

Through the study of three mandatory units, this course helps students to develop applied knowledge and practical skills in Enterprise and Marketing and is designed with both practical and theoretical elements, which will prepare students for further study of qualifications in Enterprise, Marketing or Business.

You will develop transferable skills such as -

- research and data analysis
- planning and research
- presentation
- communication
- self-reflection skills

### How does your study of Enterprise and Marketing support your study in other subjects?

Enterprise provides you with a new, practical context for many of the subjects they have studied, including mathematics, science and technology, language, and social studies. It will help students to recognise the relevance of these subjects as they are applied in the world of business – for example, in helping people with their needs, challenges, and problems; and in creating products and services that help to improve the quality of life.

### How can you deepen your understanding of Enterprise and Marketing?

In order to support individual students throughout their course, with a view to consolidating prior learning and ensuring maximum progress, the Department offers extra curricula exam revision and coursework sessions, as required. The Department will also organise sessions immediately prior to exams which will focus on exam paper structure, key reminders for dealing with different types of questions and focusing on business topics/ issues.

## How are you assessed in Enterprise and Marketing?

All learners will study three mandatory topics as follows:

- Enterprise and marketing concepts
- Design a business proposal
- Market and pitch a business proposal

You are assessed internally through a controlled assessment and externally through two exams. There are 6 assessment points each year that we term Praising Stars®.

We assess how students at their current stage of study are on track to reach their end of stage targets which are formulated on aspirational expectation from their KS2 starting points. We make an informed prediction from our holistic assessments based on our subject mapping of expectation across the enterprise curriculum.

## Key Assessment Objectives

### R064: Enterprise and marketing concepts:

- **LO1** Understand how to target a market
- **LO2** Understand what makes a product or service financially viable
- **LO3** Understand product development
- **LO4** Understand how to attract and retain customers
- **LO5** Understand factors for consideration when starting up a business
- **LO6** Understand different functional activities needed to support a business start-up.

### R065: Design a Business Proposal

- **LO1** Be able to identify the customer profile for a business challenge
- **LO2** Be able to complete market research to aid decisions relating to the business challenge
- **LO3** Be able to develop a design proposal for a business challenge
- **LO4** Be able to review whether a business proposal is viable

### R066: Promotion and Finance for Enterprise (external exam)

- **LO1** Be able to develop a brand identity and promotional plan to target a customer profile
- **LO2** Be able to plan a pitch for a proposal
- **LO3** Be able to pitch a proposal to an audience
- **LO4** Be able to review the strengths and weaknesses of a proposal pitch

## How can Enterprise and Marketing support your future?

The study of Enterprise and Marketing can lead to a wide range of careers:

This course is a fantastic foundation for developing skills that you can take with you into a wide range of careers. It aims to give you an understanding of the workings of business enterprise. This curriculum pathway can lead to a full range of education and training at Post 16 level. Studying Business is especially favoured by employers as students are equipped with the necessary skills in Business. Careers include:

- Office Manager
- Accountant Brand Manager
- Financial Adviser
- Bank Manager
- Business Analyst
- Quality Manager
- Solicitor
- Teacher
- Administration roles
- Human Resources Manager
- Marketing Manager

## OCR National Level 1/2 Certificate in Enterprise and Marketing Course Overview

Term	Year 1	Year 2
<b>Autumn 1</b>	<b>Unit RO64:</b> Enterprise and Marketing Concepts, requiring students to: <ul style="list-style-type: none"> <li>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;</li> </ul>	<b>Unit RO65:</b> Design a Business Proposal to meet a specific business challenge, requiring students to: <ul style="list-style-type: none"> <li>design a business proposal to meet a specific business challenge,</li> </ul>
<b>Autumn 2</b>	<b>Unit RO64:</b> Enterprise and Marketing Concepts, requiring students to: <ul style="list-style-type: none"> <li>understand customer segmentation, market segmentation, market research, customer service and feedback techniques</li> </ul>	<b>Unit RO65:</b> Design a Business Proposal to meet a specific business challenge, requiring students to: <ul style="list-style-type: none"> <li>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</li> </ul>
<b>Spring 1</b>	<b>Unit RO64:</b> Enterprise and Marketing Concepts, requiring students to: <ul style="list-style-type: none"> <li>costs, revenue, break-even and profit, product development, pricing strategies, forms of business ownership.</li> </ul>	<b>Unit RO66:</b> Market and Pitch a Business Proposal, requiring students to: <ul style="list-style-type: none"> <li>develop the skills to create a brand identity and promotional plan for their specific business product proposal developed in the second topic;</li> </ul>
<b>Spring 2</b>	<ul style="list-style-type: none"> <li>advertising and promotional techniques,</li> </ul>	<b>Unit RO66:</b> Market and Pitch a Business Proposal, requiring students to: <ul style="list-style-type: none"> <li>develop presentation skills in order to pitch their business proposal to an external audience.</li> </ul>
<b>Summer 1</b>	<ul style="list-style-type: none"> <li>sources of finance, the importance of business planning</li> </ul>	<b>Unit RO66:</b> Market and Pitch a Business Proposal, requiring students to: <ul style="list-style-type: none"> <li>review their pitching skills and business proposal using the learning, self-assessment and feedback they have gathered.</li> </ul>
<b>Summer 2</b>	Key functional areas of a business	Creative Curriculum

Confidential - do not duplicate or distribute without the written permission of OGAT.