

CURRICULUM OCR Cambridge Enterprise &

Marketing JOURNEY

CAREER PATHS

Apprenticeships.

FURTHER STUDY

• BTEC Extended level 3 University, Digital Certificate in Business, A marketer, Marketing level Business, T levels executive, Market Finance or accounting research analyst, course.

SKILLS

Communication, analytical, planning skills & evaluative skills.

REVISION **EXAMS**

Coursework submission & Revision techniques on **Enterprise & Marketing concepts**

R067: Examination (final opportunity)

revision - topic areas 1,2,3,4,5 R068: Resubmission opportunity* 1 R069: Resubmission

opportunity*

R067: Exam





YEAR

11

Plan & Pitch a proposal

Review likely success of business proposal

R068(TA5): risks and challenges **R068**: NEA Assessment (working on)

Develop brand Identity

R068: NEA Assessment (submit for moderation)* R069 (TA1): Branding; opportunities and threats

Create promotional campaign for brand & product

R069 (TA2): Promotional plan and materials **Integrate Digital** marketing

R069 (TA3): Consideration when planning professional pitch R067 (TA4): Marketing mix; advertising medium; promotion

R067 (TA4): PR; selling; product lifecycle; pricing strategies*

R069: NEA Assessment (working on)

R069: NEA Assessment (submit for moderation)*

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Develop a product proposal & review whether financially viable

R067 (TA3): Cost, revenue, profit and loss; break-even; cash* R067 (TA5):

Ownership; capital; support Incorporate 2 min pitch on finance R068 (TA4): Financial

Continue with coursework R068

To identify

Customer profile

R068 (TA2): Identify

R068 (TA3): Create

Review and finalise

customer profile

a design mix;

design

Assessment: 1 Entrepreneurial & market research. Progress check (MCQ, 1 & 3. 4, 4, 4 & 6 mark only) midway through topic *End of topic assessment used on prior (2022-) standardised exams

Introduction to Enterprise & Marketing

R067 (TA1): Entrepreneurial characteristics; risk and reward R067 (TA2): Market research da market segmentation*

R068 (TA1): Market research; sampling methods; Using research tools; Review market research

Units

R067 Enterprise and marketing concepts (external exam)

R068 Design a business proposal

R069 Market and pitch a business proposal

Transferable skills

SKILL

Verbal Digital communication/ Presentation

SKILL

Research & Analytical skills

SKILL Planning

SKILL Creative Thinking