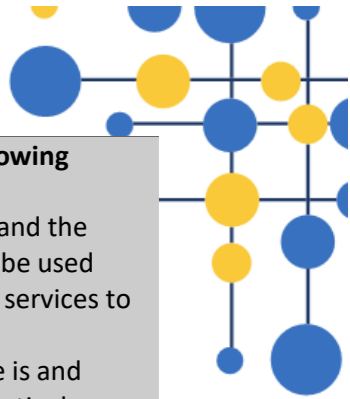


**Subject: OCR CNAT Enterprise and Marketing 2023-24      Year 10      Ability: Mixed**

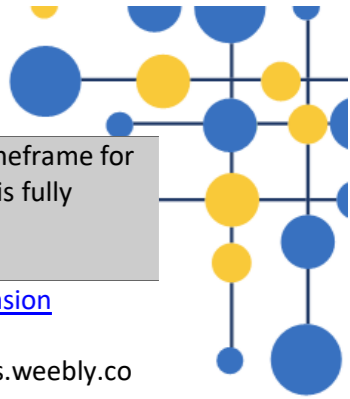
Term / Date(s)	Half-term 1	Half-term 2	Half-term 3	Half-term 4	Half-term 5	Half-Term 6
<b>Topic</b>	R067 (exam unit) Characteristics of successful entrepreneurs, market research and financial liability  R067 (exam unit) TA2 Market research to target a specific customer  R068 (coursework unit) Task 1 Complete market research to aid decisions	R068 (coursework unit) Task 2: Identify a customer profile  R068 (coursework unit) Task 3 and 4: Produce a design proposal and	R067 (exam unit) TA3: What makes a product financially viable? Cost of producing the product. Revenue generated by sales of the product. Profit and loss and how to use break-even as an aid to decision making  R068 (coursework unit) Task 5: Understand and explain financial viability	R067 (exam unit) (TA1) Risks and reward for enterprise  R068 (coursework unit) Task 6: Risks and challenges to a business	R067 TA4 (exam unit) Marketing mix; advertising medium; promotion  R069 (coursework unit) Task 1: Branding; opportunities and threats	R067 TA4 PR; selling; product lifecycle; pricing strategies  R069 (coursework unit) (Task 2): Complete a promotional campaign and materials for the business proposal
Topic overview	How market research gives the entrepreneur an insight into the wants and needs of its customers, so that products and services can be developed to satisfy them. To be able to conduct market research for a specific business scenario (Exam board case study). Students will learn how to professionally present their findings and carry out appropriate research.	R068 Task 2: How to use market research findings from R068 Task 1 to identify their customer profile. Apply the knowledge to market segmentation and justify the customer profile decision. This enables students to understand and effectively articulate what why segmentation is important for businesses  R068 Task 3 How to use the information from the customer profile and market research to help identify and design appropriate products. By doing this students design a product that is wholly appropriate for their customer profile	The cost of producing a product and the variable costings involved. What revenue is and how this is calculated. How to use the formula for break-even as an aid to decision making. What is cash and the consequences of the lack of cash. Students learn how to effectively cost the price of their given product and are able to make adjustments and predictions.  R068 Task 5: Review whether a business proposal is financially viable. Apply an appropriate pricing strategy and the likely financial viability of a business proposal. Students will learn how to effectively price a product in order to be successful in generating revenue	Identify the risks and challenges when launching a new product What the external factors are that could have an impact on a business. How to successfully research what competitors are doing in their own businesses to aid their decision making and be able to review the likely success of the business proposal. Students will learn that there are threats to their business success and need to be aware of what to look for in order to overcome these	R067 Task 4 Identify and explain what is meant by the marketing mix and why each element is important. How the elements of the marketing mix work together to create a specific brand image. Identify a range of sales promotion techniques and explain their benefits and limitations.  R069 Task 1 Students will be able to explain how businesses use characters/celebrity endorsements as part of their brand identity. Students will understand how to carry out a competitor analysis as well as how to carry out analysis on the effects of the external environment on a brand (SWOT).  How to present to an audience and learn how to listen carefully to constructive feedback and learn from that to develop their skills further	<ul style="list-style-type: none"> <li>- R067 Task 4 Identify and explain a range of public relations methods along with the benefits and limitations of these. Gain a clear understanding of the importance of public relations to the success of a business</li> <li>- How to identify a range of non-digital advertising mediums and the advantages and disadvantages of these</li> <li>- Explain the product life cycle, extension and pricing strategies and discover how businesses use these effectively to sustain a product/service</li> <li>- R069 Task 2 Be able to explain the purpose of a promotional campaign</li> <li>- Create and read a simple Gantt chart and link this to the KPI of a marketing campaign therefore learning new technical skills</li> <li>- Explain promotional objectives and link them to their marketing campaign. This helps students to clearly see the links of a successful marketing campaign which will support the analysis required to gain a successful outcome in their own campaign</li> </ul>



Component s	Students will learn the following knowledge (R067): - What makes a successful entrepreneur - Explain why and when entrepreneurs need to carry out marketing research. - To be able to summarise the purpose of market research. Explain the difference between primary and secondary market research. - How to segment a market Students will also apply this knowledge to Task 1 R068 of their coursework where they have to: - Explain the overall aims of market research - Choose appropriate research tools and select sampling methods - Carry out market research and collate findings and review the results	Students will learn the following knowledge (R068 Task 2): - How to apply market segmentation to build a customer profile - How to identify a customer profile - Present the profile in an imaginative and clear format R068 Task 3: - Create a design mix for a new product - Develop a product proposal - Create a design mix for a new product - Explain features needed to make a product - Explain how the target market segment will influence the aesthetics of a product - How a USP can be created - How the target market segment may influence the potential selling price of a product/price customers are willing to pay - Explain the concept of adding value R068 Task 4 - Make alterations to a design based upon feedback and self assessment.	Students will learn the following knowledge (R067): - How to identify a range of costs incurred to produce a product. - Explain the difference between fixed, variable, and total costs. - Calculate the fixed cost, variable cost, and total cost for level of output and per unit produced. - Explain the difference between fixed, variable and total costs. - Calculate the revenue generated from selling a product - Explain the difference between profit and loss and be able to calculate - Explain consequences of lack of cash for a business - Explain and identify the characteristics of an entrepreneur. - Identify the potential rewards and drawbacks of risk taking  R068 Task 5: - Calculate costs based on a given scenario - Propose an appropriate selling price - Calculate revenue based on a given scenario - Describe pricing strategies that a business could choose - Make a judgement about the financial viability of a business proposal	Students will learn the following knowledge (R067): - Potential drawbacks and rewards for risk taking  Students will learn the following knowledge (R068): - Explain what a risk is - Describe external factors that may be a risk/challenge when producing and launching a new product - Identify risks and explain challenges faced by businesses - What methods of minimising/overcoming risks and challenges are available - Be able to make a judgement about the likely success of a business proposal	Students will learn the following knowledge (R067 Task 4): - What the 4 elements of the marketing mix are - How to create a marketing mix to support a product - Different types of advertising medium used to attract and retain customers - Sales promotion techniques used to attract and retain customers  (R069 Task 1) - How to develop a brand identity to target a specific customer profile - Branding methods and why branding is used - Produce competitor analysis - Identify opportunities and threats in the external environment	Students will learn the following knowledge (R067 Task 4) - What public relations are and the different methods that can be used - How to sell the goods and services to the consumer - What the product lifecycle is and - Extension strategies for particular products - Factors to consider when pricing a product to attract and retain customers - the different types of pricing strategies  R069 Task 2 - Create three different types of promotional campaigns for a brand and product - Explain the objectives of a promotional campaign - How to create appropriate promotional materials - Justify the choice of materials based on how well they complement each other and meet the needs of their target customer profile - Produce a timeframe for the campaign and justify why it is appropriate
What students should already know (prior learning components )	Students are new to this course so no prior learning of business. We do assume some life knowledge such as an understanding of particular types of businesses e.g. what a supermarket or bank is Coursework is word processed during lessons so understanding of how to open and save word documents	Methods of market segmentation and the purpose of market segmentation from R067. What range of ice cream treats would appeal to their customer profile.	Formulae and how to use the calculations to work out if a business is financially viable and what the impact is of break-even on deciding a pricing strategy.	Knowledge from R067 TA1 on what makes and entrepreneur successful and R067 TA3 on calculations and financial liability.	Students will be aware of several types of advertising both non digital and digital. This will include an understanding of how businesses use different techniques to persuade us to buy a product or service. R067 1.1 entrepreneurial characteristics – specifically communication / confidence R067 TA4 marketing mix, this will include differentiation, and 4.8 adding value. R067 2.5 market segmentation. R068 2.1 market	Students will have prior knowledge of different products available on the market and be able to discuss how the packaging of products can change.  Task 2 R069 links to previous learning in R067 4.3 on types of advertising. Knowledge gained in Unit R067 TA4.3, TA4.4 and TA4.5. Marketing Mix and types of promotion.



					segmentation /customer profile. R067 2.5 market segmentation 4.1 marketing. R067 4.1 marketing mix and 4.5 Public relations.	
<b>Transferable knowledge (skills)</b>	Students will gain confidence in the use of business terminology. The knowledge about market research and segmentation will aid students when they come to decide on a particular product as part of their Task 3 R068 coursework. They will be able to structure their business work in a professional format and use ICT to produce and save their coursework. They will be able to use a spreadsheet to input data and create graphs and use Surveys.	Market research will be used from R068 Task 1 to help identify the type of product they need to design based on the evidence. Skills of analysis and evaluation.	Students will gain further confidence in the use of business terminology. The understanding of how to use the calculations in R067 TA3 to assesses the financial viability of a product for R068 Task 5.	Students will gain analytical skills and be able to understand and explain what external influences we face that are out of the control of the businesses. Knowledge will be gained about financial, political and legal issues which have an impact on all of us. Further skills of creativity, self-assessment, providing and receiving feedback, research and evaluation would be gained.	Students will be able to view products and promotion strategies with a more critical eye and develop a clearer understanding of why particular techniques are used by businesses. Students will have learnt about the marketing mix, entrepreneurial skills and public relations. This is an opportunity to put their learning into practice. Preparing and presenting to an audience will support other topics such as English.	Students can begin to gain a greater appreciation of what happens behind the scenes before a product or service comes to market. The continuing importance of digital marketing and how it is continually developing. Knowledge learnt in previous units can now be put into practice for students to enjoy the opportunity of planning their own campaign.
<b>Key vocabulary pupil will know and learn</b>	Market research Primary research method Secondary research method Sampling methods Quantitative Qualitative Market segmentation Entrepreneur Enterprise Characteristics of successful entrepreneurs Risk taking Rewards	Customer profile Design mix Function Aesthetics USP Added Value Economic manufacture Creative technique Pie chart Scatter graph Assessment modifications	Fixed costs Variable costs Total costs Revenue Break-even Financial viability Competitive pricing Price penetration Price skimming Psychological pricing	Political Economic Social Technological Legal Environmental Ethical Loss Consumer demand Underestimating Overestimating Overspending Budget Contingency planning Economic conditions Contingency	Marketing mix Product Price Place Promotion Differentiation Added value Jingle Strapline USP Differentiation SWOT Analysis Economic Social Technological Ethical	Public relations Physical channels Digital channels The product lifecycle Development Introduction Growth Maturity Decline Pricing strategies Market presence Market share Time frame KPI Gantt chart Customer profile Brand personality
<b>Assessment activities</b>	<b>R067 exam units</b> – Timed multiple choice questions and short mark questions to assess knowledge followed by end of unit tests just before the October half term <b>Task 1 R068 coursework</b> – explaining types of market research. Create and carry out 3 methods of primary and secondary research. Collate and review findings.	<b>R068 Task 2</b> – Describe in detail the features of a specific customer profile using market segmentation techniques. Justification of the selected customer profile, with reference to market research findings  <b>R068 Task 3 – Coursework</b> Create an outline of an appropriate design mix with justification. Using creative techniques generate product	<b>R067</b> – Timed multiple choice and short mark questions to assess.  <b>R068 Task 4 - Coursework</b> Calculate costs, revenue, break-even and profit relating to a business proposal. Review whether a business proposal is financially viable. Calculate costs, revenue, break-even and profit relating to a business proposal. Review whether a business proposal is financially viable	<b>R068 Task 5 – Coursework</b> Review the likely success of the business that has been created. This will include research into external factors impacting a business. Students must write up their findings and apply to their business idea stating why	<b>R067 Task 4</b> - There will be timed exam style questions for students to tackle. Emphasis will be placed on the 8 mark question coming from this topic area. <b>R069 Task 1 - Coursework</b> Students need to create their own brand identity and strapline. Research and development of ideas need to be evident. This will be presented in a Word document.	<b>R067 Task 4</b> - There will be timed exam style questions for students to tackle. Emphasis will be placed on the 8 mark question coming from this topic area.  <b>R069 Task 2 - Coursework</b> Promotional objectives and KPIs are comprehensively explained. Detailed digital and non-digital materials are created to raise awareness of the product and includes clear evidence of how they will work together coherently and are fully appropriate to the needs of the target customer



		design ideas. Describe how the design mix and market research have informed one of the designs.				profile. Suitability of the timeframe for the promotional campaign is fully considered.
<p><b>Resources available</b></p>	<p>Lessons available on SharePoint                  Links to relevant websites shared with students for further research                  R068 coursework – Task 1 guidance                  R068 coursework task sheet from the exam board  <a href="#">How to make charts in Excel</a> (smartsheet.com)                  An overview of the different types of graph/chart and when to use them  <a href="#">Introduction to a customer profile</a> (oberlo.co.uk)                  Overview of a customer profile    <a href="#">R065 Customer profiling teaching activity</a> (ocr.org.uk)                  SharePoint: <a href="#">HT1</a>                  Cambridge Go online teacher book and mark scheme: <a href="https://www.cambridge.org/go/resources">https://www.cambridge.org/go/resources</a></p>	<p>Lessons with guidance are available on SharePoint.  <a href="#">How to create a mind map using Microsoft Word</a> (edrawsoft.com)                  A step-by-step guide</p>	<p>Workbooks available on Teams and student shared area                  Enterprise and marketing textbook by Hodder Education.                  R068 coursework task 4, task sheet from the exam board.    <a href="#">Revenue and costs</a>                  Summary from BBC Bitesize (bbc.co.uk)  <a href="#">What is break-even and how to calculate it</a> (bbc.co.uk)  <a href="#">Definition of financial viability</a> (payrollheaven.com)                  Cambridge Go online teacher book and mark scheme:  <a href="https://www.cambridge.org/go/resources">https://www.cambridge.org/go/resources</a></p>	<p>Formulae provided to assist students in making the correct calculations.                  Coursework task sheet produced by the exam board.                  Resources and lessons covered to be available on SharePoint for students to refer to.                  Exemplars of work produced by the exam board.  <a href="#">How to identify external factors that may impact your strategic plan</a>                  Video summarising PESTEL (4 mins) (clearpointstrategy.com)                  BBC Bitesize for quick reference on external factors</p>	<p><a href="#">The marketing mix</a> – BBC Bitesize                  There will be I Do, We Do and You Do examples for students to refer to as well as WAGOLS. Revision material will be provided by books students can purchase as well as supporting lessons on SharePoint.  <a href="#">Hidden meaning of 11 world's most famous logos</a> (economictimes.indiatimes.com)                  Coursework task sheet produced by the exam board.                  Resources and lessons covered to be available on SharePoint for students to refer to.                  Exemplars of work produced by the exam board.                  Cambridge Go online teacher book and mark scheme:  <a href="https://www.cambridge.org/go/resources">https://www.cambridge.org/go/resources</a></p>	<p><a href="#">Product life cycle and extension strategies</a> (mrshearingbusinessstudies.weebly.com)                  a clip to show how Lucozade extended its product lifecycle                    There will be I Do, We Do and You Do examples for students to refer to as well as WAGOLS. Revision material will be provided by books students can purchase as well as supporting lessons on SharePoint.  <a href="#">21 Successful Marketing Campaign Examples That'll Inspire You</a> (smartblogger.com)  <a href="#">Why Dove's Real Beauty Campaign Was So Successful</a> (liveoakcommunications.com)                  Coursework task sheet produced by the exam board.                  Resources and lessons covered to be available on SharePoint.                  Exemplars of work produced by the exam board.                  Cambridge Go online teacher book and mark scheme:  <a href="https://www.cambridge.org/go/resources">https://www.cambridge.org/go/resources</a></p>
<p><b>Notes</b></p> <p><b>Why this topic is important...</b></p>	<p>It is the foundations for starting on the coursework by getting them to think about an entrepreneur's characteristics and followed by other aspects of marketing such as product design and price and how these will be influenced by their customer's characteristics. It introduces students to the concept of market research and in order to meet the business challenge. Students will be conducting market research into a particular business and develop their research skills which are important for this coursework but also good life skills</p>	<p>This unit of work introduces the student to the concepts of product development and in order to meet the business challenge. They need to be able to develop a few product ideas and test them out with research and then produce a final product.</p>	<p>Students will begin to understand the concepts of break even for a business and how profit is calculated. Students need to be able to understand what financial liability is in order to successfully meet the requirements of R068 TA4.</p>	<p>This task is important to help develop students' understanding of some of the complexities of establishing a business. It develops their analytical skills and gives opportunities to be able to think of contingency planning and the importance of it.</p>	<p>This tasks supports students' understanding of the amount of development and research that goes into advertising and promoting a product. Students have the opportunity to be creative and learn how to plan a presentation and confidently present to and audience. This enable students to practice for the final presentation that will take place for R069.</p>	<p>It is important for students to develop a more critical eye when assessing the success or not of a product. This will support students when completing their R069 coursework Task 2 where they will need to develop their own promotional plan and explain why they have chosen particular methods. This gives students the opportunity to independently plan their own marketing campaign and use the knowledge they have gained to support a successful campaign.</p>