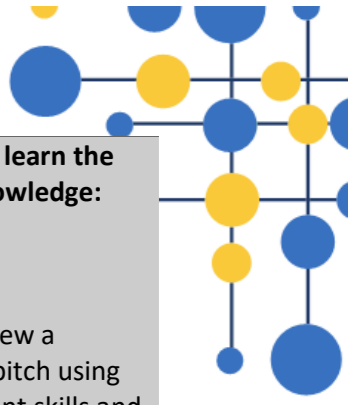


Subject: OCR CNAT Enterprise and Marketing 2023-24 Year 11 Ability: Mixed

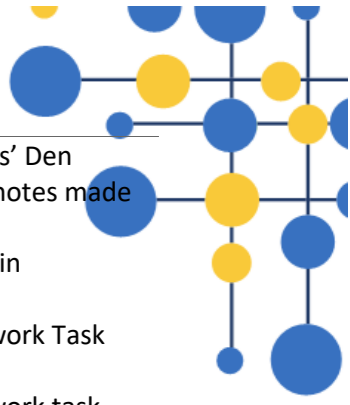
Term / Date(s)	Half-term 1	Half-term 2	Half-term 3	Half-term 4	Half-term 5	Half-Term 6
Topic	R067 (exam unit) Consolidation of market research and market segmentation; enterprise and making a financially viable product. R068 (coursework unit) Tasks 1-5: Design a business proposal	R067 (exam unit) Marketing Mix advertising medium; promotion and PR; selling; product lifecycle; pricing strategies	R069 (coursework unit) Task 1: Developing a brand identity for a product and assessing the market.	R069 (coursework unit) Task 2: Complete a promotional campaign and materials for the business proposal.	R069 (coursework unit) Task 3 and Task 4: Develop a pitch for the business proposal; carry out a practice pitch to peers; Conduct a final business proposal to an audience.	R069 (coursework unit) Task 5: Reflect on the pitch and business proposal
Topic overview	<p>R068 Task 2: Learners will be using the market research findings from R068 Task 1 (completed last academic year) to identify their customer profile for a specific business scenario (Exam board case study on 'Ali's ice cream treats').</p> <p>R068 Task 3: Identify and design a product that is wholly appropriate for 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.</p> <p>R068 Task 4: 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.</p> <p>R068 Task 5: Identify the risks and challenges when launching a new product</p> <ul style="list-style-type: none"> - What external factors 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 	<p>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.</p> <p>Identify a range of sales promotion techniques and explain their benefits and limitations.</p> <p>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.</p> <p>How to identify a range of non-digital advertising mediums and the advantages and disadvantages of these.</p> <p>Explain the product life cycle, extension and pricing strategies and discover how businesses use these effectively to sustain a product/service.</p>	<p>R069 Task 1: Students will be able to design a brand identity that will stand out in the market.</p> <p>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 analysis).</p>	<p>R069 Task 2: Students will be able to create a promotional campaign for a brand and product.</p> <p>Students will create a promotional campaign plan that links to the KPIs of a marketing campaign.</p>	<p>R069 Task 3 and Task 4: Plan and deliver a professional pitch to an audience.</p> <p>Deliver a practice pitch to peers and act upon constructive feedback.</p> <p>Review and critique a brand proposal by considering the success criteria of what makes a strong brand.</p>	<p>Task 5: Complete a skills audit to review the strengths and weaknesses of the pitch and business proposal.</p> <p>Students will be required to reflect against the objectives set at the beginning of the topic.</p>




Components	Students will learn the following knowledge (R068 Task 2):	Students will learn the following knowledge (R067) Task 4:	Students will learn the following knowledge:	Students will learn the following knowledge:	Students will learn the following knowledge :	Students will learn the following knowledge:
<p>What students should already know (prior learning components)</p>	<p>Students are applying their business knowledge gained in Year 10 as covered in RO67 and RO68. Students have learnt about market research and how to make a product financially viable. They have also learnt about the factors to consider when setting up and running an enterprise.</p>	<p>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.</p> <p>Students will have prior knowledge of different products and brands that are available on the market and</p>	<p>Students should be applying their prior knowledge of the marketing mix and market segmentation (from RO67). Students have also had experience of reviewing the external environment from RO68.</p>	<p>This task will draw upon the students knowledge from RO67 Marketing mix – Promotional methods and adding value. Students will also be required to use segmentation and customer profiling as covered in RO67 (4.3, 4.4 and 4.5).</p>	<p>Students will be using their prior knowledge from RO68 including market research, customer profile, product design and finances.</p>	<p>Students are using their knowledge from across the 3 units to create a detailed analysis of the business proposal and pitch.</p>



		<p>will be able to apply their experiences within a marketing mix context.</p> <p>Learners will also be familiar with the pricing strategies as these have been used in R068 assessment.</p>				
Transferrable knowledge (skills)	<p>Students will gain confidence in the use and application 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 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.</p>	<p>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.</p> <p>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 (with links to AI) and how it is continually developing.</p>	<p>Through undertaking this task students will develop their creativity and understand the importance of working to a brief.</p> <p>Learners will also be using their analytical skills to justify their designs whilst relating to research and the brief.</p>	<p>Students will have learnt about the marketing mix, entrepreneurial skills and public relations. This is an opportunity to put their learning into practice.</p> <p>Learners are also learning how to develop a project plan.</p>	<p>Preparing and presenting to an audience will support other topics such as English. Learners will also be developing their digital skills through the use of PowerPoint.</p>	<p>Being able to reflect on yours and other's performance and give constructive feedback is an important skill for the workplace.</p>
Key vocabulary pupil will know and learn	<p>Market research Primary and Secondary research methods Sampling methods Quantitative / Qualitative Market segmentation Observations Questionnaires Focus groups Data collection sheet Spreadsheet Reliability Accuracy Customer profile Market segmentation Design mix Aesthetics USP Breakeven Profit / Loss Revenue</p>	<p>Marketing mix Product Price Place Promotion Public relations Physical channels Digital channels Product lifecycle Development Introduction Growth Maturity Decline Pricing strategies Competitive pricing Psychological pricing Price skimming Price penetration</p>	<p>Brand personality (Durable, luxurious, sporty) Brand identity Brand association Typeface Logo Differentiation Adding value Celebrity endorsement Market Share Key Performance Indicators (KPIs)</p>	<p>Gantt Chart Customer profile Timeframe Digital promotion Non-digital promotion Story board</p>	<p>Inform Persuade Accessibility Verbal skills Non-verbal skills Cohesion Annotation Reflect Mood board</p>	<p>Skills audit Self-assessment Success criteria Evidence</p>
Assessment activities	<p>R067 exam units – Timed multiple choice questions and short mark questions to assess knowledge.</p> <p>R068 coursework – Exam board case study on 'Ali's ice cream treats'.</p>	<p>R067 coursework – Timed multiple choice and short mark questions to assess.</p>	<p>R069 Coursework: Exam board case study on 'Ali's ice cream treats'. Students are to develop a brand for their product.</p>	<p>R069 Task 2 – Coursework. Create a promotional campaign for Ali's ice cream treats. This is to include 3 different types of promotion materials and relate to clear KPIs.</p>	<p>R069 Task 3 – Coursework Develop a practice pitch to explain why your business proposal will be a success for Ali's business.</p> <p>R069 Task 4 - Coursework Produce a final pitch to an informed audience to demonstrate professionalism.</p>	<p>R069 Task 5 – Coursework</p> <p>Review the strengths and weaknesses of your own performance in a pitch as well as offering constructive feedback to others.</p>



<p>Resources available</p>  <p>WHITCLIFFE MOUNT A SHARE Academy</p>	<p>R068 lessons in SharePoint R068 coursework Task guidance R068 coursework task sheet from the exam board</p>	<p>R067 Lessons on SharePoint</p> <p>BBC Bitesize: The marketing mix and its separate components.</p> <p>Revision booklet.</p>	<p>The World's Most Valuable Brands List (forbes.com)</p> <p>Building a successful Brand: What does it mean in 2020? (brandingmag.com)</p> <p>R069 lessons in SharePoint R069 coursework Task guidance R069 coursework task sheet from the exam board</p>	<p>20+ Successful Marketing Campaign Examples That'll Inspire You (smartblogger.com)</p> <p>Gantt chart software (smartsheet.com)</p> <p>Promotional campaign examples</p> <p>Social media marketing campaign planning, step by step (smartinsights.com)</p> <p>R069 lessons in SharePoint R069 coursework Task guidance R069 coursework task sheet from the exam board</p>	<p>BBC's Dragons' Den R067 theory notes made previously R069 lessons in SharePoint R069 coursework Task guidance R069 coursework task sheet from the exam board</p>	<p>BBC's Dragons' Den R067 theory notes made previously R069 lessons in SharePoint R069 coursework Task guidance R069 coursework task sheet from the exam board</p>
<p>Notes</p> <p>Why this topic is important...</p>	<p>This unit of work will enable students to apply their business knowledge to a practical setting by designing and analysing the likely success of a product being brought to the market.</p>	<p>This unit is needed for students to see the different factors of starting-up and running a business enterprise. The topic will be assessed via the R067 external exam as well as supporting coursework knowledge in R069.</p>	<p>Providing students with the skills, and knowledge to create a brand identity and promotional plan. It offers an insight into the methods used to promote any type of brand.</p>	<p>Students are able to demonstrate their creative skills to create a project that meets a given brief. The unit will also enable students to examine the promotional campaigns of businesses and their objectives.</p>	<p>Students are given clear guidance on how to correctly prepare for a presentation. Using this structure and preparation will be of benefit to them for future presentations whether in school or in a workplace situation.</p>	<p>Students are given the opportunity to review and self-assess their own presentations from a range of feedback. They can then reflect on and learn from this process to improve their skills for future presentations</p>