



DRAYTON MANOR HIGH SCHOOL

YEAR 10 & 11 COURSES

Subject	Enterprise and Marketing
Course Level	Cambridge National Certificate
Examining Body	OCR

What will I be studying?

This is a vocationally-related qualification that takes an engaging, practical and inspiring approach to learning and assessment

Unit R067: Enterprise and marketing concepts

Topic Area 1: Characteristics, risk and reward for enterprise

Topic Area 2: Market research to target a specific customer

Topic Area 3: What makes a product financially viable?

Topic Area 4: Creating a marketing mix to support a product

Topic Area 5: Factors to consider when starting up and running an enterprise

Unit R068: Design a business proposal

Topic Area 1: Market research

Topic Area 2: How to identify a customer profile

Topic Area 3: Develop a product proposal

Topic Area 4: Review business proposal as financially viable

Topic Area 5: Review the likely success of the business proposal

Unit R069: Market and pitch a business proposal

Topic Area 1: Developing a brand identity for specific customer

Topic Area 2: Creating a promotional campaign for a brand

Topic Area 3: Planning and pitch a proposal

Topic Area 4: Reviewing a brand proposal and pitch

What skills will I develop?

- Practical skills - time management, personal organisation and action planning
- Analysis and evaluation of real business scenarios
- Presentation skills - addressing audiences using a variety of media and forms
- Interpersonal skills - communication and group work
- Cognitive skills - reflection and review of own and others' performances
- Mathematical skills for finance
- Information Technology - computing skills
- Problem solving

How will the course be structured?

The course is made up of 3 mandatory units as follows

Unit R067

Enterprise and marketing concepts

Unit R068

Design a business proposal

Unit R069

Market and pitch a business proposal

How will I be assessed?

Unit R067: 50% of the qualification

1 hour 15-minute written examination

70 marks in total (80 UMS)

This question paper has two parts:

Part A – Comprising of 10 multiple choice questions

Part B – Includes short/medium answer questions and one extended response question marked by levels of response. The extended response question will relate to Topic Area 4.

Unit R068: 25% of the qualification

60 marks

Assignment and practical task

Unit R069: 25% of the qualification

60 marks

Assignment and practical task

If you have any further questions about taking this course, who should you speak to?

1. Acting Head of Business and Economics – Mr Obi
2. Head of Humanities – Ms Sonigra