

# OCR Marketing and Enterprise

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MRS DYSON



# Differences between OCR Enterprise and Marketing and GCSE Business

Similarities	Differences
Both give a good grounding in the main business concepts such as revenue/costing/market research/how to market products.	GCSE grades are 1-9 OCR Enterprise and Marketing are level 2 Pass to level 2 distinction *, level 1 pass to level 1 distinction.
Both require good literacy skills – there is high demands in both the coursework and preparing for the exam.	GCSE is broader with 12 main topics over 2 years.
Both require learning brand new theories and concepts and will need good memory skills.	GCSE has no coursework.
	OCR has 60% coursework.

# Assessment

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3 units

2 pieces of coursework – each worth 30% of the grade

1 external exam at the end of year 11 – worth 40% of the grade

Grades are given as pass/merit/distinction and distinction\*

# What will I learn?

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Focus on enterprise and marketing skills so a narrower curriculum than GCSE Business

You will learn all about how to market and sell a product, you get to consider your own product and how to sell it.

You will learn about targeting customers/market research/designing a product/getting feedback/costs/profit/revenue/risks in your coursework. You will also need to pitch your product to an audience within school.

# What will I learn?

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For the exam you will learn a number of different topics such as:

Characteristics of successful entrepreneurs

Potential rewards for risk taking

Purpose of market research

Primary market research methods

Secondary market research methods

Market segmentation

Costs/revenue and profit

Marketing mix

# What do I need?

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An interest in how the world works as you will need extra knowledge e.g. interest rates.

High literacy skills as there is a demand in completing coursework.

## Where can this lead to?

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You can use this to study business at A level, OCR level 3 or T level 3 (both equivalent to A level) and then go on to study at University.

If university is not for you then this course will also lend itself to applying and studying for apprenticeships in many different areas and will especially suit business administration.