

AUTUMN 2023

Subject: Business Studies

Cambridge National in Enterprise & Marketing

Year: 11

Topic(s) to be covered:

R069	
Topic Area 1 – Develop a brand identity to target a specific customer profile	Students will learn about what branding is, different brand personalities and the impact of brand image.
Topic Area 2 – Create a promotional campaign for a brand and product	Students will learn how to set out objectives for a promotional campaign, how to create a plan for a promotional campaign and how to create appropriate promotional materials.
Topic Area 3 – Plan and pitch a proposal	Students will learn about the considerations when planning a professional pitch and how to use and develop their personal and presentation skills. Students will deliver their pitch.
Topic Area 4 – Review a brand proposal, promotional campaign and professional pitch	Students will learn to compare the outcomes of their pitch with the initial objectives they set. Students will also review their own personal presentation skills.

Assessment Procedures:

Each topic will have formal assessment in the form of a task within their coursework. Students will be assessed on their preparation and delivery of their pitch about their business proposal. Students will then be assessed on the review of their branding, their business proposal and their performance in the pitch.

External examination in June 2024 and 2 x coursework elements to submit.

Homework guidance:

Students will receive a minimum of one homework per week for which they will be expected to spend a minimum of 30 minutes completing. These will be a combination of written, research and revision homework.

Failure to complete homework will result in a 30 minute after school detention in which they will be expected to complete the homework.

How can you help?

1. Ensure your child completes homework in time and to a good standard both written and revision tasks.
2. If you have not done so already, purchase a business studies revision guide - letters will be sent out the start of term regarding this.
3. Encourage your child to **read and watch the news** regarding the business world and discuss this with them. Real life examples will enable them to gain a deeper understanding of the subject and topics they have studied.