



Spring (Year 11) & Summer (Year 11)

Learning Journey for Enterprise & Marketing

How does this unit link to prior learning?	
This is a mandatory theory unit that links theory to the coursework that was completed in Year 10 and in the Autumn and Winter term of Year 11. Students can build on their knowledge, in preparation for the examination at the end of Year 11.	
What will you be learning about?	
The primary aim of this unit is for students to understand the essential concepts and knowledge required to start and run a successful micro-enterprise . This includes learning about key business processes, from initial idea generation to understanding the marketplace and managing finances. R067 is assessed through a 75-minute external written examination worth 70 marks , contributing 40% of the total qualification, which tests your recall of enterprise concepts, application of knowledge, and ability to evaluate business scenarios. The exam is externally marked.	
We will develop our learning by focusing on:	
Week 1 – Characteristics of successful entrepreneurs: Creativity Innovation Risk-taking Communication Negotiation Confidence Determination Rewards of taking a risk: Financial Independence Self satisfaction Making a difference/change	RAG
Week 2 – Drawbacks of taking risks: Financial Health / wellbeing Work-life balance Personal relationships Purposes of market research: Risk Reduce Market Customers Views Product development Good Service Complements	
Week 3 – Main primary research methods: Observations Questionnaires Survey Interviews Focus groups Consumer trials Test marketing/pilots Secondary market research methods: Internal data Books Newspapers Trade magazines Competitors data Government publications Mintel	
Week 4 – Quantitative and qualitative data: Quantitative Qualitative Data Benefits Limitations Main market segmentation methods: Age Gender Occupation Income Location Lifestyle	
Week 5 – Benefits of market segmentation: Customer needs Increased Profits Profitability Target marketing Customer retention Potential Market share	
Week 6 – Cost of producing the product: Fixed costs Advertising Insurance Loan interest Rent Salaries Utilities Variable costs Raw materials/components Packaging Wages Total costs	
Week 7 – Revenue: Observations Questionnaires Survey Interviews Focus groups Consumer trials Test marketing/pilots	
Week 8 – Profit / loss: Profit Loss Revenue Total costs Calculate Unit Output Importance of cash: Cash Profit Difference Consequences Break-even – how to use the formula: Break-even Output Revenue Total costs	
Week 9 – Types of advertising medium: Non digital Digital Leaflets Newspapers Magazines Radio Posters Billboards Cinema social media Websites Online banners / pop ups SMS texts Podcasts vlogs / blogs	
Week 10 – Sales promotion techniques: Discounts Competitions Buy one get one free Point of sales Free gifts Product trials Loyalty schemes Sponsorship	

<p>Week 11 – Public relations: Product placement Celebrity endorsement Press / media releases How to sell the good / service: Physical Online Shops Face to face Digital e-commerce Websites social media Marketplace Online auctions Downloads</p> <p>Week 12 – Product lifecycle: Development Introduction Growth Maturity Decline</p> <p>Week 13 – Appropriate forms of ownership: Sole trader Partnership Private limited company Franchises Liability Responsibility Decisions distribution of profit Sources of capital: Own savings Friends and family Loans Crowdfunding Grants Business angels</p> <p>Week 14 – Support for enterprise: Finance providers Bank Business Angel Local council Accountants solicitors Friends / family Chamber of Commerce Government Charities</p>	
<p>Week 15 onwards – <i>Examination preparation. Mastering command words. The ‘context’ rule. High impact sentence starters. Past paper exam practice.</i></p>	

Key vocabulary

Advertising	Aesthetics	Budget	Break even	Costs	Franchise	Grants	Loans	Marketing Mix	Price Penetration
Product Life Cycle	Product Placement	Profit	Qualitative	Quantitative	Promotion	Revenue	Unlimited Liability	Variable costs	Visual Aids

How will this help you in the future?

Beyond LHS

OCR Enterprise & Marketing helps students succeed after school by giving them practical business knowledge, real-world problem-solving skills, and the confidence to make informed decisions in work, further study, and everyday life.

OCR Enterprise & Marketing helps students thrive in college and beyond by developing practical business skills, confident decision-making, and a strong understanding of how real organisations work.