



Summer (Year 10) & Autumn (Year 11) Learning Journey for Enterprise & Marketing



How does this unit link to prior learning?	
This is a mandatory coursework unit that students will study for two terms, using the scenario provided by OCR. The final coursework mark will be submitted to the exam board in January of Year 11. The theory needed for this coursework is from R067: <i>Enterprise and marketing concepts</i> and will be covered in more detail in Year 11.	
What will you be learning about?	
In this unit students will learn how to design a brand which will make their product stand out in the market, before creating a promotional campaign to get their brand noticed by customers. They will need to create a presentation that they will pitch to an audience. After delivering their professional pitch to an audience, they will reflect on their pitching skills, brand, promotional campaign, and the likely success of the product.	
We will develop our learning by focusing on:	
What is a brand?	RAG
Brand personality: Durable Luxurious Sporty Value for money Exciting	
Brand identity: Visual look Colours used Typeface Logo placement	
Brand image: Logo design Customer perception Brand association	
Why branding used	
6 reasons why branding is used: Trust Brand recognition Product image Differentiation Adding value Customer loyalty	
Branding methods	
Branding methods: Brand name Logo Sound / Jingle Strapline Characters Celebrity endorsement	
Produce a competitor analysis	
Key factors when researching competing brands: Strengths Weaknesses Unique selling point How the product proposal differs to those brands.	
Identify opportunities and threats in the external environment: Economic Social Technological Ethical	
Explain the objectives of a promotional campaign	
Explain the objectives of a promotional campaign: To raise awareness of a product or service \ To differentiate To create market presence To increase market share	
Create a plan for a promotional campaign	
Create a plan for a promotional campaign: Campaign Timeframe Review KPI Adding value Promotion	
How to create appropriate promotional materials	
This section looks at the ways in which businesses use appropriate promotional materials to reach their target market: Digital Non-digital Costs Service Target market Customer profile	

<p>Considerations when planning a professional pitch</p> <p>Planning a pitch: Pitch Professional Attitude Appearance Preparation Visuals</p>	
<p>Use and development of personal and professional skills</p> <p>Development of personal and professional skills: Verbal Presentation Non-verbal Timing Professionalism</p>	
<p>Deliver a professional pitch</p> <p>Delivery of a successful pitch: Preparing Practicing Memorising Timing Responding to questions</p>	
<p>Review a brand using a range of sources</p> <p>Review of a brand: Identity Self-assessment Pitching Peers Financial predictions Competitor analysis External factors</p>	
<p>Compare the outcomes of the pitch with the initial objectives</p> <p>Review of a brand: Objectives Targets Achieved Successful Reflection</p>	
<p>Review of personal presentation skills</p> <p>Personal presentation skills: Pitch Timings Visual aids Preparation Target market Objectives Targets Achieved Successful Reflection</p>	

Key vocabulary

Market Research	Primary Research	Secondary Research	Segmentation	Demographics	Target Market	Customer Needs	Customer Wants	Competitive Advantage	Market Gap
Product Specification	Prototyping	USP	Aesthetics	Viability	Fixed Costs	Variable Costs	Break-even Point	Profit Margin	SWOT

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.