

Level 1/2 Cambridge National in Enterprise and Marketing

Curriculum content

Half term	Year 10	Year 11
Summer 2	Introduction Task R067 TA2 – Market Research and Data	R069 (TA1): Branding; opportunities and threats R069 (TA2): Promotional plan and materials
Autumn 1	R067 TA2 – Market Research, Data and Market Segmentation R068 TA1 - Market research; sampling methods; Using research tools; Review market research	R069 (TA3): Planning a pitch and presentation skills R069 (TA3): Practice pitch; feedback; professional pitch
Autumn 2	R068 (TA2): Identify customer profile R068 (TA3): Create a design mix; Review and finalise design R067 (TA3): Cost, revenue, profit and loss; break-even; cash*	R069 (TA4): Review brand, pitch and skills R067 (TA1): Entrepreneurial characteristics; risk and reward R067 (TA5): Ownership; capital; support
Spring 1	R068 (TA4): Financial viability	R067 (TA3): Cost, revenue, profit and loss; break-even; cash R067 (TA2): Market research; data; market segmentation R067 (TA4): Marketing mix; advertising medium; promotion; PR; selling; product lifecycle; pricing strategies
Spring 2	R068(TA5): Risks and challenges R067 (TA4): Marketing mix; advertising medium; promotion*	R067 External Exam Preparation R068/69 Coursework Improvements and Resubmission Opportunity
Summer 1	R067 (TA4): PR; selling; product lifecycle; pricing strategies* R067 – Mock Exam Preparation	R067 External Exam Preparation

Skills

The skills developed throughout the course include:

- development of knowledge and understanding of enterprise and marketing concepts

- project management – enabling students to complete a project from start to finish
- providing and receiving feedback
- verbal and written communication
- data analysis
- collaborative working
- presenting information effectively in front of peers and professionals in their pitch.
- analytical and self-evaluative skills in practical elements of the course.

Assessment

Assessment within the course is split between internal and external assessment. The external assessment is worth 40% of the overall course, and consists of one examination, which will take place at the end of Year 11. There are two internal assessments that are both worth 30% of the overall course that will be carried out throughout Year 10 and 11. The codes for these assessments are:

R067 – External assessment – Enterprise and marketing concepts (80 UMS)

R068 – Internal assessment – Design a business proposal (60 UMS)

R069 – Internal assessment – Market and pitch a business proposal (60 UMS)

Sequencing Rationale

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R067, 68 & 69 - Year 10

- All students taking course are new to the subject. The course is delivered by one teacher.
- Content is interleaved between business theory and concepts (R067) before applying this to coursework tasks (R068 & 69)
- Delivery of content in this order helps students to recognise links between key concepts and build confidence in these areas before then completing the coursework activity.
- R068 Task 1, Market Research, is completed in the first part of the Autumn half term. This is a significant part of the coursework involving theory, the design of research tools, collection of market research and analysis of data. This is a challenging task for students and may require some revisiting of the market research content that was covered in the summer term following the roll over.
- Students will then complete the Identify a customer profile, Create a Design Mix, Financial Viability and Risk and Challenges tasks. All tasks will be completed following the delivery of the R067 content. Students work through coursework tasks with the intention of submitting work in the second half of the spring half term.
- Students complete end of learning aim assessments in order to test knowledge and develop exam technique in preparation for mock exam at the end of Year 10 and the real exam at the end of Year 11. The summer term is spent doing knowledge revision in preparation for the mock exam in June.