

Year 11 Overview

Year 11 Cambridge National in Enterprise & Marketing (J819) - Course Overview

The final year of the Cambridge National in Enterprise and Marketing represents a pivotal stage where students transition from learning concepts to demonstrating mastery. This year is designed to consolidate two years of study into a successful qualification outcome, balancing the refinement of practical skills with the rigorous demands of formal examination. It is a period of intense focus, where independent work and effective time management are paramount. The year is strategically divided into two distinct but interconnected phases to provide clarity and structure, ensuring students can excel in both the coursework and examination components of the course.

Phase 1: Completion of Coursework – Unit R069: Market and Pitch a Business Proposal

Year 11 commences with a concentrated drive to finalise the centre-assessed unit, R069. This phase builds directly upon the foundational knowledge and initial project work undertaken in Year 10. Students will begin by recapping core principles, ensuring a confident and comprehensive understanding of:

- The core components of a compelling **brand identity**.
- Strategies for identifying and targeting a specific **customer profile**.
- The marketing mix and the role of integrated **promotional campaigns**.
- The key techniques for delivering a persuasive and **professional pitch**.

During this phase, learners are actively immersed in completing their coursework portfolios. This is a hands-on, project-based module that simulates a real-world business challenge. Students will apply their theoretical knowledge to a set assignment brief, guiding them through the process of designing a brand, creating a multi-channel promotional campaign, and formally pitching their business proposal. The emphasis is on applying knowledge, demonstrating practical skills, and refining their work based on feedback to meet assessment criteria effectively.

Phase 2: Intensive Revision for the External Examination – Unit R067: Enterprise and Marketing Concepts

Upon the finalisation and submission of the R069 coursework, the academic focus shifts decisively towards preparation for the terminal examination. Unit R067 is a written, externally assessed exam that tests students' theoretical understanding of the core concepts that underpin the entire course. Revision for R067 is systematic and comprehensive, designed to ensure students can confidently recall and apply knowledge under timed conditions. Key activities during this critical phase will include:

- **Revisiting Key Topics:** A detailed review of all specification areas, including business planning, market research, finance, product development, and marketing strategies.
- **Mastering Command Words:** Practising how to correctly interpret and respond to exam questions such as 'analyse', 'evaluate', and 'justify'.
- **Past Paper Practice:** Regular engagement with past examination papers to familiarise students with the format, style, and level of demand.
- **Targeted Intervention:** Focused support on challenging topics and individualised feedback to build exam confidence and technique. The overarching goal of Year 11 is to ensure every student is fully prepared to demonstrate their entrepreneurial understanding, both in their practical application and their theoretical knowledge, culminating in the successful achievement of their final grade.

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Week	Themes/ Topics	Key Knowledge & Skills	Key Assessments/Deadlines
1-6 (Autumn 1)	<p>R069 (TA1): Branding; Uses & Methods; Competitor Analysis</p> <ul style="list-style-type: none"> → Lesson 1: What is a brand? → Lesson 2: Why branding is used. → Lesson 3: Branding methods → Lessons 4 & 5: Produce a competitor analysis. → Lesson 6 – 8: Task 1 Coursework Completion <p>R069 (TA2): Promotional objectives and campaigns; promotional materials</p> <ul style="list-style-type: none"> → Lesson 9: Explain the objectives of a promotional campaign. → Lesson 10: Create a plan for a promotional campaign. → Lesson 11: How to create appropriate promotional materials. → Lesson 12 - 15: Task 2 Coursework Completion 	<p>Overview Students will start the new year by recapping the content learnt in summer term 2 before completing Task 1 and 2 of their second coursework assignment.</p> <p>Learning Outcomes – Substantive Knowledge Students will be able to</p> <ul style="list-style-type: none"> → Understand the different elements of a brand: brand personality, brand identity and brand image. → Understand why branding is used by businesses. → Understand the branding methods that are used by businesses to develop a brand identity. → Be able to produce a competitor analysis. → Be able to explain the objectives of a promotional campaign. → Be able to create a plan for a promotional campaign. → Be able to create appropriate promotional materials using both digital and non-digital methods. <p>Coursework Outcomes – Disciplinary Knowledge Using the substantive knowledge taught before lesson 9 (this term) students must complete the following tasks in relation to the summative assessment scenario outlined by OCR.</p> <ul style="list-style-type: none"> → Briefly outline their product design and target customer profile from R068. → Research competitor products to find out strengths, weaknesses and their unique selling points. → Carry out an analysis of the opportunities and threats in the external environment. → Based on their research and analysis, review the strengths, weaknesses, and unique selling points of their product design. → Create a brand personality which considers: <ul style="list-style-type: none"> • brand identity • brand image • three branding methods, including a logo. → Justify the combination of branding methods they have chosen to create their brand personality. → Assess the likely success of their brand with reference to their target customer profile and market research findings from R068. → → Explain the objectives and Key Performance Indicators (KPIs) for their promotional campaign. → Create three different types of promotional materials to raise awareness of their product. The types used must be a combination of digital and non-digital materials. → Justify their choice of materials based on how well they complement each other and meet the needs of their target customer profile. → Produce a timeframe for their campaign and justify why it is appropriate. 	<p>Coursework Rolling progress on R069 Controlled Assessment – Internal Deadlines set</p> <p>Other Assessment End of TA assessments Knowledge checks – Plenary Forms Quizzes Mock Exam 2</p>

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<p>7-13 (Autumn 2)</p>	<p>R069 (TA3): Planning Developing a professional Pitch</p> <ul style="list-style-type: none"> → Lesson 1: Considerations when planning a professional pitch → Lesson 2: Use and development of personal and presentation skills → Lesson 3: Benefits of using a practice pitch → Lesson 4: Deliver a professional pitch → Lesson 5 – 10: Task 3 Coursework Completion <p>R069 (TA4): Delivering a Profession Pitch</p> <ul style="list-style-type: none"> → Lesson 11- 15: Pitch delivery 	<p>Overview</p> <p>Students will move onto preparing for task 3 which is creating and developing a professional pitch. Students will then move onto completing task 3 of their controlled assessment.</p> <p>Students will return after the break to present their professional pitch which will complete task 4 of their controlled assessment. In preparation for their final task students will learn how to review their brand, professional pitch and overall performance of their business proposal. Students will then complete task 5 to finalise their work. For the remainder of the term lesson time proceeding coursework completion will be spent reviewing teacher feedback and making final improvements.</p> <p>Learning Outcomes – Substantive Knowledge</p> <p>Students will be able to</p> <ul style="list-style-type: none"> → Understand the considerations required when planning a professional pitch, including the pitch objectives, the audience, the venue, the media and materials, personal appearance, structure of the pitch, the use of visual aids and how to anticipate potential questions and plan responses. → Be able to develop and use personal and presentation skills, both verbal and non-verbal. → Understand the benefits of using a practice pitch. → Be able to deliver a professional pitch using skills such as preparing, practising, memorising, timing and responding to questions. → Understand how to review a brand using a range of sources, including self-assessment, feedback from others and lessons learned from practice and professional pitch. → Know how to compare the outcomes of the pitch with the initial objectives, including an assessment of what went well and what could have been improved. → Be able to review personal presentation skills, including verbal and non-verbal communication skills, professionalism and the ability to answer questions. <p>Coursework Outcomes – Disciplinary Knowledge</p> <p>Using the substantive knowledge taught before lesson 9 (this term) students must complete the following tasks in relation to the summative assessment scenario outlined by OCR.</p> <ul style="list-style-type: none"> → Explain the factors that need to be considered when planning to deliver the pitch for their design: <ul style="list-style-type: none"> ○ Objectives of the pitch, Venue, Audience, Use of appropriate media, Personal appearance. → Produce a pitch and resources/supporting material to show that their business proposal will be successful. This should include: <ul style="list-style-type: none"> ○ A visual aid to help deliver their pitch e.g. presentation slides, flip chart. ○ A second visual aid to hand out to the audience e.g. handouts, props, mood board from R068, advert storyboard/mock-ups. ○ Speaker notes/prompt cards. ○ Identification of possible questions from the audience and suitable responses that they could give to the questions. ○ Any other relevant information. → Carry out a practice pitch in front of at least two of their peers. They should be provided with some support, ask relevant questions, and offer feedback on their pitch. They must be provided with evidence of the feedback given on the OCR Practice Pitch Feedback form. → Watch the practice pitch of at least one of their peers to provide support, ask relevant questions, and offer feedback. They will need to provide evidence of the feedback they have given on the OCR Practice Pitch Feedback form. → Use the feedback received from their peers and their own judgement to: <ul style="list-style-type: none"> ○ Reflect on, review and refine their personal pitching skills, their pitch plan and supporting materials. ○ Demonstrate the changes that they have made following the feedback from the practice pitch, e.g. annotate the visual aids, handouts and other support materials prepared for the practice pitch to show the changes made. → Carry out their official pitch in front of at least two members of staff. 	<p>Coursework</p> <p>Rolling progress on R069 Controlled Assessment – Internal Deadlines set</p> <p>Other Assessment</p> <p>End of TA assessments Knowledge checks – Plenary Forms Quizzes</p>

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14-18 (Spring 1)	<p>R069 (TA5): Reviewing a professional Pitch</p> <ul style="list-style-type: none"> → Lesson 1: Review a brand using a range of sources → Lesson 2: Review a professional pitch to an external audience → Lesson 3 - 5: Task 5 Coursework Completion <p>R067 (TA5): Types of ownership; Capital and business start-ups: Cost; Support for start-ups</p> <ul style="list-style-type: none"> → Lesson 6: Appropriate forms of ownership for business start-ups → Lesson 7: Source(s) of capital for business start-ups and expansion → Lesson 8: Support for enterprise <p>NEA Coursework Contingency Time</p> <ul style="list-style-type: none"> → Lessons 9 -15: Coursework Feedback, review and finalisation. 	<p>Overview</p> <p>After completing Task 5 of their controlled assessment students will learn the remaining content of R067 and spend time reviewing materials covered earlier in the course.</p> <p>Learning Outcomes – Substantive Knowledge</p> <p>Students will be able to</p> <ul style="list-style-type: none"> → Understand how to review a brand using a range of sources, including self-assessment, feedback from others and lessons learned from practice and professional pitch. → Know how to compare the outcomes of the pitch with the initial objectives, including an assessment of what went well and what could have been improved. → Be able to review personal presentation skills, including verbal and non-verbal communication skills, professionalism and the ability to answer questions <ul style="list-style-type: none"> → Understand the appropriate forms of ownership for business start-ups including the relative advantages and disadvantages of each form of ownership. → Understand the different sources of capital for business start-ups and expansion, including the relative advantages and disadvantages of each source of capital. → Understand the different support that there is for enterprise, including the relative advantages and limitations of sources of support. <p>Coursework Outcomes – Disciplinary Knowledge</p> <p>Using the substantive knowledge taught before lesson 9 (this term) students must complete the following tasks in relation to the summative assessment scenario outlined by OCR.</p> <ul style="list-style-type: none"> → Review their performance after completing their professional pitch. Within their review they must explain their strengths and areas for development. They must include the following aspects: <ul style="list-style-type: none"> • Verbal communication (e.g. clarity, tone of voice, voice projection, use of formal/informal language, pace). • Non-verbal communication (e.g. body language, posture, eye contact, confidence, visual aids, gestures). • Visual aids (e.g. design, amount of content, appropriateness). • Time management. • Ability to answer questions from the audience. • Value of rehearsing and practising their pitch. • Feedback received from others. → Review their business proposal, identifying strengths and areas for development. They must review the following aspects: <ul style="list-style-type: none"> • Costs for their product proposal (Unit R068, Task 5, plus their knowledge from Unit R067, TA3.1). • Relevance and appeal of their brand (Unit R069, Task 1) to their identified customer profile (Unit R068, Task 2). • Suitability of the brand personality to their product proposal (Unit R069 Task 1). their promotional campaign (Unit R069, Task 2). • Their promotional materials (Unit R069, Task 2) and the approximate costs of producing them. → Explain the likely overall success of their product proposal. → Assess future developments/recommendations for further refinement of the brand and promotional campaign. 	<p>Coursework</p> <p>Rolling progress on R069 Controlled Assessment – Internal Deadlines set</p> <p>Other Assessment</p> <p>End of TA assessments Knowledge checks – Plenary Forms Quizzes Half Term 3 Subject Knowledge Assessment Mock Exam 3</p>

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19-24 (Spring 2)	<p>R067 (TA5): Revenue; Profit/Loss; Break-even; Importance of Cash YEAR 10 REVIEW</p> <ul style="list-style-type: none"> → Lesson 1: Cost of producing the product → Lesson 2: Revenue generated by sales of the product → Lesson 3: Profit/loss → Lesson 4: How to use the formula for break-even as an aid to decision making → Lesson 5: Importance of cash <p>R067 (TA2): Market Research; Types of Data; Market Segmentation; YEAR 10 REVIEW</p> <ul style="list-style-type: none"> → Lesson 6: The purpose of market research → Lesson 7: Primary market research methods → Lesson 8: Secondary market research sources → Lesson 9: Types of data → Lesson 10: Types of market segmentation → Lesson 11: The benefits of market segmentation to a business 	<p>Overview</p> <p>Now that all the coursework components are completed students will continue learning the remaining content of R067 and spend time reviewing materials covered earlier in the course.</p> <p>Learning Outcomes – Substantive Knowledge</p> <p>Students will be able to</p> <ul style="list-style-type: none"> → Understand the fixed, variable and total costs to a business of producing products. → Be able to calculate total cost, total cost per unit, variable cost, variable cost per unit, fixed cost, fixed cost per unit as well as calculations involving different time periods, such as per month and per year. → Understand how to calculate total revenue. → Understand how to rearrange a formula to find a component. → Understand how to calculate profits and losses for a business. → Understand how to calculate profit for a given level of output. → Understand how to rearrange a formula to find a component. → Understand the difference between revenue and profit. → Understand the concept of loss when total costs exceed revenue. → Understand the meaning of break-even. → Understand how the break-even is calculated. → Understand how to interpret a break-even graph to identify the break-even point. → Understand how break-even information is used by an entrepreneur. → Understand the difference between cash and profit. → Understand the consequences of a lack of cash. → Understand the purpose of market research including how and why entrepreneurs need to carry out it out. → Understand primary market research methods including the advantages and disadvantages of such methods. → Understand secondary market research methods including the advantages and disadvantages of such methods. → Understand the two different types of data that are used in market research including their benefits and limitations. → Understand the meaning of market segmentation. → Understand the problems and challenges that may be encountered if the market is not segmented. → Understand the benefits of market segmentation to a business. → Understand the different elements of the marketing mix. → Understand the types of pricing strategies and the relative advantages and disadvantages of each. 	<p>Other Assessment</p> <ul style="list-style-type: none"> End of TA assessments Knowledge checks – Plenary Forms Quizzes Half Term 4 Subject Knowledge Assessment

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<p style="text-align: center;">25-30 (Summer 1)</p>	<p>R067 (T4): Marketing Mix; Advertising Medium; Promotional Techniques; Public Relations; Product Life cycle; Pricing strategies YEAR 10 REVIEW</p> <ul style="list-style-type: none"> → Lesson 7: The marketing mix elements for a good/service → Lesson 8: How the elements of the marketing mix work together → Lesson 9: Types of advertising medium used to attract and retain customers and the appropriateness of each → Lesson 10: Sales promotion techniques used to attract and retain customers and the appropriateness of each → Lesson 11: Public relations → Lesson 12: How to sell the good/service to the consumer → Lesson 13: The product lifecycle → Lesson 14: Extension strategies for products in the product lifecycle and the appropriateness of each → Lesson 15: Factors to consider when pricing a product to attract and retain customers → Lesson 16: Types of pricing strategies and the appropriateness of each <p>Exam Revision</p>	<p>Learning Outcomes – Substantive Knowledge</p> <p>Students will be able to</p> <ul style="list-style-type: none"> → Understand the importance of how the elements of the marketing mix work together and how each element affects the appropriateness of decisions regarding other elements. → Understand how the elements of the marketing mix work together to create a specific brand image. → Understand the types of advertising medium – both non-digital and digital methods – including the relative advantages and disadvantages of each medium. → Understand the different sales promotion techniques used to attract and retain customers and the relative benefits and limitations of each technique. → Understand the different forms of public relations, including the relative benefits and limitations of each method. → Understand the five different elements of the product lifecycle including which stage of the product lifecycle is most likely for a specific product based on sales data. → Understand the extension strategies for products and the relative advantages and disadvantages of each. → Understand the factors to consider when pricing a product to attract and retain customers. <p>→ Personalised lesson planning based on mock feedback and question level analysis.</p>	<p>Coursework deadline R069 Summer Coursework Entry</p> <p>Terminal Examination R067 Final Exam</p> <p>Other Assessment Past Paper Exam Practice</p>
<p style="text-align: center;">31-38 (Summer 2)</p>			