

# Year 10 Enterprise & Marketing Curriculum Overview



## OCR Level 1/Level 2 Cambridge National in Enterprise & Marketing (New Specification - J837)

As part of the Computing department, we offer OCR Level 1/Level 2 Cambridge National in Marketing and Enterprise. Within the past year this qualification has been redeveloped so that all students can

- Develop learning and practical skills that can be applied to real-life contexts and work situations
- Think creatively, innovatively, analytically, logically and critically
- Develop independence and confidence in using skills that would be relevant to the business and enterprise sector.

In Year 10, learners will begin both R067 and R068. By interleaving the course content learners will have the opportunity to integrate their knowledge and understanding from their exam unit into their practical coursework units.

### Unit R067: Enterprise and marketing concepts

**This unit is assessed by exam in Year 11.**

In this unit you will learn how market research gives the entrepreneur an insight into the wants and needs of its customers, so that products and services can be developed to satisfy them. It also complements other competing products and services on the market to ensure a financially viable business.

As well as understanding your target market's needs, you will learn how the marketing mix elements must be carefully blended to enhance business performance. You will examine each element individually and explore the decisions that an entrepreneur needs to make.

You will learn about the types of ownership for an enterprise and sources of capital available. Running a successful enterprise can be tough, but there is a lot of support available, which you will learn about so that you can understand how to obtain timely and appropriate guidance.

### Unit R068: Design a business proposal

**This is assessed by completing a set assignment.**

In this unit you will learn how to develop market research tools and use these to complete your market research. You will use your research findings to decide who your customers will be, create a design mix and produce your product design ideas. To help decide on your final design, you will gain feedback and then assess the strengths and weaknesses of your initial ideas. You will complete financial calculations to determine whether your proposal is likely to make a profit. You will use the evidence you have generated to decide whether you think that your new product is likely to be financially viable.

Topic areas include:

- Market Research
- How to identify a customer profile
- Develop a product proposal
- Review whether a business proposal is financially viable
- Review the likely success of the business proposal

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Week Number	Themes/ Topics	Key Knowledge & Skills	Key Assessments
1-6 (Autumn 1)	<p><b>R067 (TA2): Market Research; Data; Mark Segmentation</b></p> <ul style="list-style-type: none"> <li>→ Lesson 1: The purpose of market research</li> <li>→ Lesson 2: Primary market research methods</li> <li>→ Lesson 3: Secondary market research sources</li> <li>→ Lesson 4: Types of data</li> <li>→ Lesson 5: Types of market segmentation</li> <li>→ Lesson 6: The benefits of market segmentation to a business</li> </ul> <p><b>R068 (TA1): Market research; sampling methods; Using research tools; Review market research</b></p> <ul style="list-style-type: none"> <li>→ Lesson 1: Selecting appropriate primary and secondary market research to complete meaningful research.</li> <li>→</li> </ul>	<p>This unit will develop the students in understanding and applying the following:</p> <ul style="list-style-type: none"> <li>• What is a customer?</li> <li>• Difference between products/services, unique needs of a customer in terms of products/services for segmentation focusing on product services benefits, money they will pay for a product/service, quantity, quality, time, and location of products/services.</li> <li>• How <b>Market segmentation</b> is used by business to 'target' customers.</li> <li>• The benefits to a business of market segmentation: Customer needs, increased profits, customer retention, targeted marketing, increased market share</li> <li>• Different types of market segmentation.</li> <li>• What is market research and the purpose of it?</li> <li>• Identify the main differences between primary and secondary research methods and how they are used for different business purposes.</li> <li>• <b>Primary research methods:</b> Observation, questionnaires, surveys, focus groups, consumer trials.</li> <li>• Differences and uses of <b>secondary research</b> methods used by business to include:</li> <li>• Internal data, trade magazines, competitor's data, government publications, purchased research materials.</li> <li>• Several types of customer feedback techniques used by business to include social media, online surveys, comment cards, comments made to staff, telephone/email surveys, email contact forms.</li> <li>• Review of learning for market segmentation and market research.</li> </ul>	<p>1. Rolling progress on R065 on marksheet.</p> <p><b>Deadline</b> Specifically Market segmentation task 1 and Market research task 2.</p> <p>2. Teams quiz on market segmentation and market research.</p> <p>3 Extended writing on Market segmentation and market research in past paper questions.</p>

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<p style="text-align: center;">7-13 (Autumn 2)</p>	<p><b>Product development</b> is Learning Objective 3 Understand product development.</p> <p>(Taught element of the R064 unit and controlled assessment R065)</p> <p><b>Pricing Strategies</b> Is Learning Objective 4 Understand how to attract and retain customers.</p> <p>(Taught element of the R064 unit and controlled assessment R065)</p> <p><b>Advertising and Promotion</b> Is Learning Objective 4 Understand how to attract and retain customers.</p> <p>(Taught element of the R064 unit and controlled assessment R065)</p>	<p>This unit will develop the students in understanding and applying the following:</p> <ul style="list-style-type: none"> <li>• Introduction to the concept of the product lifecycle focusing on: Development, introduction, growth, maturity, and decline.</li> <li>• Continuation of product life cycle focusing on extension strategies.</li> <li>• Creating product differentiation in business by creating:             <ul style="list-style-type: none"> <li>• strong brands</li> <li>• design mix models</li> <li>• USP's</li> </ul> </li> </ul> <p>How businesses consider how to price a product to attract/retain customers.</p> <p>Pricing strategies to include:</p> <ul style="list-style-type: none"> <li>• Competitive pricing</li> <li>• Psychological pricing</li> <li>• Price skimming</li> <li>• Price penetration.</li> </ul> <p>Understand the Impact of several types of advertising methods that businesses use:</p> <ul style="list-style-type: none"> <li>• Attract customers.</li> <li>• Retain customers.</li> </ul> <p>How businesses select the most appropriate method and the sales promotion techniques used.</p>	<p>1. Rolling progress on R065 on marksheet.</p> <p><b>Deadline</b> Specifically product development task 3 of the set assignment.</p> <p>2. Teams quiz on market segmentation and market research and product development.</p> <p>3. Mock exam examination.</p> <p>4 Extended writing on Product development/ advertising/pricing/ promotion in past paper questions.</p>
<p style="text-align: center;">14-18 (Spring 1)</p>	<p><b>Financial Viability</b> is Learning Objective 2 Understand what makes a product or service financially viable</p> <p>(Taught element of the R064 unit and controlled assessment R065)</p>	<p>This unit will develop the students in understanding and applying the following:</p> <ul style="list-style-type: none"> <li>• Costs of producing products/services:</li> <li>• Fixed costs to include rent, loans, insurance, advertising, salaries, utilities, and variable costs which include raw materials, components, stock, packaging.</li> <li>• How to calculate total revenue</li> <li>• Introduction to the concept of break-even including definition and how to calculate.</li> <li>• Continuation of break-even focusing on how to construct break-even graphs.</li> <li>• How useful the concept of break-even is for business decision making and how to interpret break-even for a business.</li> <li>• How profit is calculated in units and output</li> <li>• Risks of developing a new product.</li> <li>• Financial viability</li> </ul>	<p>1. Rolling progress on R065 on marksheet.</p> <p><b>Deadline</b> Specifically task 4 self and peer assessment and Specifically task 5 financial viability of the set assignment.</p> <p>2. Teams quiz on market segmentation, market research, product development and financial viability.</p> <p>3. Past paper questions on calculating costs/profits/ and break even.</p>

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<p>19-24 (Spring 2)</p>	<p><b>Business Ownership, Sources of capital and Business plans</b> is Learning Objective 5 Understand factors for consideration when starting up a new business (taught element of the R064 unit)</p> <p><b>Functional areas</b> are Learning Objective 6 Understand the different functional activities needed.</p> <p>(Taught element of the R064 unit)</p>	<p>This unit will develop the students in understanding and applying the following:</p> <ul style="list-style-type: none"> <li>• Different forms and features of <b>business ownership</b> for business start-ups to include Sole trader, partnership (limited liability partnerships) franchise with advantages/disadvantages of each type.</li> <li>• <b>Sources of capital</b> to start up a business focusing on savings, relatives, friends, loans, crowdfunding, grants, and business angels to include advantages and disadvantages of each method.</li> <li>• The importance of <b>business planning</b> to include description of: Idea targets, Measure progress, Cash flow Issues.</li> <li>• The purpose of different <b>functional areas</b> needed for a new business: Human Resources, Marketing, Operations, Finance.</li> </ul>	<p>1.Rolling progress on RO65 on marksheet.</p> <p>2. Teams quiz on ownership, sources of capital, business plans, and functional areas</p> <p>3. Extended writing on Business Ownership, Sources of capital and Business plans Functional areas in past paper questions</p>
<p>25-30 (Summer 1)</p>	<p><b>During this time, the R064 examination will also be taken in May/June.</b></p> <p><b>Unit R066: Market and pitch a business proposal.</b></p> <p><b>Develop a brand identity and promotional plan to target a customer profile</b></p> <p>(Taught element and controlled assessment R065)</p>	<p>This unit will develop the students in understanding and applying the following: Introduction to new R066 unit: Brand identity:</p> <ul style="list-style-type: none"> <li>• What is a brand?</li> <li>• brand personality</li> <li>• Strategies</li> </ul> <p>The benefits of branding to a business to include trust, recognition, image, quality, adding value etc.</p> <p>Develop a Brand Identity.</p>	<p>1.Rolling progress on RO66 on marksheet.</p> <p><b>Deadline</b> Specifically Task 1 Branding from the set assignment</p> <p>2. Teams quiz on Branding</p>
<p>31-38 (Summer 2)</p>	<p><b>Unit R066: Market and pitch a business proposal.</b></p> <p><b>Develop a brand identity and promotional plan to target a customer profile</b></p> <p>(Taught element and controlled assessment R065)</p>	<p>This unit will develop the students in understanding and applying the following: Brand identity:</p> <ul style="list-style-type: none"> <li>• What is a brand?</li> <li>• brand personality</li> <li>• Strategies</li> </ul> <p>The benefits of branding to a business to include trust, recognition, image, quality, adding value etc.</p> <p>Develop a Brand Identity.</p>	<p>1.Rolling progress on RO65 on marksheet.</p> <p><b>Deadline</b> Specifically Task 1 Branding from the set assignment</p> <p>2. Team's quiz on Branding</p>