# J819 Enterprise and Marketing

# Scheme of work

# (Two year)

## Introduction

This outline scheme of work (SOW) is to offer a perspective of how to deliver the Cambridge Nationals in Enterprise and Marketing. There are many alternatives methods and structures that could be used and therefore it is important to explore different methods of delivering the new specification, considering different approaches depending on staffing and expertise within your centre and the resources you have available.

Consideration of how the **theoretical content** of the specification can be best delivered in different ways, through:

* A variety of different teacher resources
* Stimulate discussions
* Group work
* Learner activities
* Questions relating to all the different business topics

Most centres will focus on 'exam ready' by the end of year one, but all students will need to be up-skilled regardless of prior knowledge or attainment. Aiming for quality communication and professional standards of work will help to establish the connections between this qualification and real world practice.

Please note; this scheme does build in re-sit opportunities for unit R064.

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| **Unit R064 Enterprise and marketing concepts**  **Learning Outcome 1: Understand how to target a market** | | |
| **Week** | **Learning outcomes** | **Link to useful resources/ Important information** |
| 1 | LO1 Introduction to new qualification, unit, features of unit and assessment.   * What is a customer? * Difference between products/services, different 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. * How Market segmentation is used by business to ‘target’ customers. * The benefits to a business of market segmentation: Customer needs, increased profits, customer retention, targeted marketing, increased market share * Different types of market segmentation. | Delivery Guide Unit **R064** Enterprise and Marketing Concepts Understanding customer needs Task 1 Page 8 <http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf>  and  Market segmentation Task 2 Page 8 <http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf> |
| 2 | * LO1 Continuation of market segmentation focusing on: age, gender, occupation, income, geographic and lifestyle. * What is market research and the purpose of it? * Identify the main differences between primary and secondary research methods and how they are used for different business purposes. * Primary research methods: Observation, questionnaires, surveys, focus groups, consumer trials. | Delivery Guide Unit **R065** Design a business proposal LO1 Identifying customers Activity 3 Page 7 <http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf>  Delivery Guide Unit R064 Enterprise and Marketing Concepts LO1 Primary market research Task 3 Page 8  <http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf>  Lesson Element based on Primary Market Research <http://www.ocr.org.uk/Images/359158-unit-r064-primary-market-research-lesson-element.doc> |

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| **Week** | **Learning outcomes** | **Link to useful resources/ Important information** |
| 3 | LO1 Differences and uses of secondary research methods used by business to include:   * Internal data, trade magazines, competitor’s data, government publications, purchased research materials. * The different 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. * Review of learning for market segmentation and market research. | Delivery Guide Unit **R064** Enterprise and Marketing Concepts LO1 Secondary market research Task 4 Page 8 <http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf>  Delivery Guide Unit **R065** Design a business proposal  LO2 Activity 1 Page 9 Primary research methods in business <http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf>  Clip to highlight the importance of market research <https://www.bbc.com/education/clips/zqk6n39> |

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| **Unit R064 Enterprise and marketing concepts**  **Learning Outcome 2 Understand what makes a product or service financially viable** | | |
| 4 | LO2 Costs of producing products/services:   * Fixed costs to include: rent, loans, insurance, advertising, salaries, utilities and variable costs which include: raw materials, components, stock, packaging. * How to calculate total revenue. | Delivery Guide Unit **R064** Enterprise and Marketing Concepts  LO2 Types of costs 1Task 1 and Types of costs 2 Task 2 Page 10 <http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf>  <https://www.bbc.com/education/guides/zxq2hyc/video>  <https://www.tutor2u.net/business/blog/lesson-worksheet-business-costs>  Delivery Guide Unit **R064** Enterprise and Marketing Concepts  LO2 Calculating revenue Task 3 Page 10 <http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf>  <http://www.bbc.co.uk/schools/gcsebitesize/business/finance/accountingprinciplesrev1.shtml> |
| 5 - 6 | LO2 Introduction to the concept of break-even including definition and how to calculate.  Continuation of break-even focusing on how to construct break even graphs.  How useful the concept of break-even is for business decision making and how to interpret break-even for a business. | <https://www.bbc.com/education/clips/zq9xpv4>  Break even lessons element:  <http://www.ocr.org.uk/Images/359159-unit-r064-break-even-lesson-element.doc>  <http://www.ocr.org.uk/Images/359161-unit-r064-constructing-a-break-even-graph-powerpoint-presentation.ppt>  <http://www.bbc.co.uk/schools/gcsebitesize/business/finance/profitabilityrev2.shtml> |

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| **Week** | **Learning outcomes** | **Link to useful resources/ Important information** |
| 7 - 8 | LO2 How profit is calculated in units and output by business.  Review of knowledge on break-even with a task.  Revision test on break-even. | <https://www.bbc.com/education/guides/zxq2hyc/revision>  <http://www.beebusinessbee.co.uk/index.php/btec-first-business/19-btec-first-award-business-unit-2-finance-for-business/94-break-even-analysis-student-activity>  <https://www.bbc.com/education/guides/zt2xn39/test> |
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| **Unit R064 Enterprise and marketing concepts**  **Learning Outcome 3: Understand product development** | | |
| **Week** | **Learning outcomes** | **Link to useful resources/ Important information** |
| 9 | LO3 Introduction to the concept of the product lifecycle focusing on:   * Development, introduction, growth, maturity and decline. * Continuation of product life cycle focusing on extension strategies. | <https://www.tutor2u.net/business/reference/marketing-product-life-cycle>  Delivery Guide Unit **R064** Enterprise and Marketing Concepts  LO3 The product lifecycle Task 1 and extension strategies Page 12 <http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf> |
| 10 | LO3 Creating product differentiation in business by creating:   * strong brands * design mix models * USP’s. | <http://www.bbc.co.uk/schools/gcsebitesize/business/aims/aimsandactivitiesrev7.shtml>  Media clip highlighting the importance of a good brand image for business: <https://www.bbc.com/education/clips/zj9xpv4>  <https://www.tutor2u.net/business/reference/marketing-product-differentiation-usps>  <https://www.bbc.com/education/guides/zjkd2hv/revision/1>  Delivery Guide Unit **R064** Enterprise and Marketing Concepts  LO3 Product differentiation Page 12  <http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf> |
| 11 | LO3 Impact of external factors on product development focusing on   * Economic issues * Legal issues. | Delivery Guide Unit **R064** Enterprise and Marketing Concepts  LO3 Economic issues and legal issues that affect product development Page 12  <http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf> |

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| **Unit R064 Enterprise and marketing concepts**  **Learning Outcome 4: Understand how to attract and retain customer** | | | | |
| **Week** | **Learning outcomes** | | **Link to useful resources/ Important information** | |
| 12 | LO4 How businesses consider how to price a product to attract/retain customers.  Pricing strategies to include:   * Competitive pricing * Psychological pricing * Price skimming * Price penetration.   Impact of different types of advertising methods that businesses use to:   * Attract customers * Retain customers.   How businesses select the most appropriate method and the sales promotion techniques used. | | Delivery Guide Unit **R064** Enterprise and Marketing Concepts  LO4 Pricing decisions and pricing strategies Page 14 <http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf>  Lesson Element **R065** Design a business proposal on pricing strategies  <http://www.ocr.org.uk/Images/363932-unit-r065-pricing-strategies-lesson-element.docx>  Media clip <https://www.bbc.com/education/clips/z2dhfg8>  Delivery Guide Unit **R064** Enterprise and Marketing Concepts LO4 Advertising Page 14 <http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf>  Examples of advertising methods used in business <https://www.infusionsoft.com/business-success-blog/sales/e-commerce/26-best-examples-of-sales-promotions-to-inspire-your-next-offer>  Examples of sales promotion methods which have not always worked  <https://www.telegraph.co.uk/finance/personalfinance/money-saving-tips/10986643/Supermarket-fake-offers-in-pictures.html> | |
| 13 | LO4 Importance of good customer service to attract and retain customers for a business focusing on:   * Product knowledge * Customer communication * After sales services. | | <https://www.tutor2u.net/business/reference/customer-service-revision-presentation>  <https://www.tutor2u.net/business/reference/benefits-of-good-customer-service>  <https://www.tutor2u.net/business/blog/empowerment-and-customer-service-at-pizza-express>  Media clip for customer service <https://www.bbc.com/education/clips/z8dr4wx> | |
| **Unit R064 Enterprise and marketing concepts**  **Learning Outcome 5: Understand factors for consideration when starting up a business** | | | | |
| **Week** | | **Learning outcomes** | | **Link to useful resources/ Important information** |
| 14 - 15 | | LO5 Different forms and features of business ownership for business start-ups to include:   * Sole trader * partnership (limited liability partnerships) * franchise   with advantages/disadvantages of each type. | | Delivery Guide Unit **R064** Enterprise and Marketing Concepts  LO5 Business Ownership Page 16  <http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf>  <https://www.bbc.com/education/guides/z4br87h/revision/1>  <https://www.bbc.com/education/guides/z4br87h/revision/2>  <https://www.bbc.com/education/guides/z4br87h/revision/4>  Franchise media clip <https://www.bbc.com/education/clips/zrfkjxs> |
| 16 - 17 | | LO5 Sources of capital to start up a business focusing on: savings, relatives, friends, loans, crowdfunding, grants and business angels to include advantages and disadvantages of each method.    The importance of business planning to include: description of :   * Idea targets * Measure progress * Cash flow * Issues. | | Sources of finance <https://www.bbc.com/education/guides/zmj7tfr/revision>  Crowdfunding media clip with examples: <http://www.bbc.co.uk/webwise/0/26978816>  Disadvantages of crowdfunding: <https://www.nibusinessinfo.co.uk/content/advantages-and-disadvantages-crowdfunding>  Delivery Guide Unit **R064** Enterprise and Marketing Concepts  LO5 Sources of finance and Business plans 1Page 16 <http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf> |
| 18 | | LO5 Business plan details  Review of LO3-LO5. | | Business plan information <https://www.tutor2u.net/business/reference/planning-a-new-business>  Delivery Guide Unit **R064** Enterprise and Marketing Concepts  LO5 Business plans 2 and 3 Page 16  <http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf> |
| **Christmas Holiday** | | | | |

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| **Unit R064 Enterprise and marketing concepts**  **Learning Outcome 6 Understand different functional activities needed to support a business start-up** | | |
| **Week** | **Learning outcomes** | **Link to useful resources/ Important information** |
| 19 | LO6 The purpose of different functional areas needed for a new business:   * Human Resources * Marketing * Operations * Finance. | Delivery Guide Unit **R064** Enterprise and Marketing Concepts  LO6 An introduction to the functions of business Page 17  <http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf>  Activity 5 The finance function Page 18  <http://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf> |
| 20 | LO6 Focus on human resources function to include:   * Recruitment and selection * Training and development * Performance management * Health and safety in the workplace * Compliance with employment legislation. | Media clip on recruitment <https://www.bbc.com/education/guides/zn6hyrd/video>  Recruitment resource <https://www.bbc.com/education/guides/zn6hyrd/revision>  Motivation of workers <https://www.bbc.com/education/guides/zstpvcw/revision>  Health and safety of employees <https://www.bbc.com/education/guides/zfhn34j/revision/3>  Employment legislation <https://www.bbc.com/education/guides/zfhn34j/revision/1> |

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| **Week** | **Learning outcomes** | **Link to useful resources/ Important information** |
| 21 | LO6 Main activities of the marketing function to include:   * marketing mix * market research.   Main activities of the operations functional area:   * production * quality control * stock * logistics.   Finance in terms of reporting and cash flow. | Marketing Mix <https://www.bbc.com/education/guides/zw987ty/revision>  Market Research <https://www.bbc.com/education/guides/zd4kq6f/revision>  Media Clip to introduce the Operations function  <https://www.bbc.com/education/guides/z3fvcdm/video>  <https://www.bbc.com/education/guides/zby34wx/revision>  Quality Control <https://www.bbc.com/education/guides/zr3gkqt/revision>  Stock control/logistics from Operations: <https://www.bbc.com/education/guides/zcbr87h/revision>  Media clip to introduce the importance of recording finance <https://www.bbc.com/education/guides/zhm6sbk/video>  Financial performance reporting  <https://www.bbc.com/education/guides/zhm6sbk/revision>  Cash flow  <https://www.bbc.com/education/guides/z67mpv4/revision>  Cash flow lesson to use as a resources: [PDF]  Available from CIMA - <https://www.cimaglobal.com/> |
| 22 | Revision of Key words in the RO64 Enterprise and Marketing conceptions unit. Revision of LO2: Costs, breakeven, profit levels. |  |
| 23 | Revision of LO1, LO3 and LO4. |  |
| 24 | Revision of LO5, LO6. |  |
| 25 | Complete Sample Assessment Material. | <http://www.ocr.org.uk/Images/338458-unit-r064-enterprise-and-marketing-concepts-sample-assessment-material.pdf> |
| **HALF TERM** | | |

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| **Unit R065 Design a business proposal**  **Learning Outcome 1: Be able to identify the customer profile for a business challenge** | | |
| **Week** | **Learning outcomes** | **Link to useful resources/ Important information** |
| 26 | Review of SAM – Individual feedback given and targeted revision for each learner. Revision tasks to be devised and learners to have revision lessons whilst learning about the new unit.  LO1 Introduction to the new unit, features of unit and assessment.   * How to identify customers and how businesses build customer profiles * Benefits of market segmentation and how this is applied within businesses e.g. age, gender etc.   *Revision from Unit R064 LO1 1.3* | Ensure learner entries for external exam have been made. Check external exam date/time from OCR Website. Exam will be May/June time.  Delivery Guide Unit **R065** Design a business proposal  LO1 How to identify potential customers page 7 [www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf](http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf)  Delivery Guide Unit **R065** Design a business proposal  LO1 Identifying customers page 7  [www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf](http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf)  Market segmentation resource: <http://www.segmentationstudyguide.com/understanding-market-segmentation/a-step-by-step-guide-to-segmenting-a-market/> |

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| **Unit R065 Design a business proposal**  **Learning Outcome 2: Be able to complete market research to aid decisions relating to a business challenge** | | |
| 27 | LO2 Revision on Market Research to include:   * primary/secondary methods * purpose * types * how to carry out research.   *Revision lesson for R064 examination to be taken in May/June.* | Delivery Guide Unit **R065** Design a business proposal LO2 Primary research methods and secondary research methods in business page 9  <http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf>  Which method? page 9  <http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf> |
| 28 | LO2 Sampling methods used by business.  How to review the results of market research to include:   * data collection * presentation * analysis.   Using market research to develop a proposal. | Media clip that focuses on Random and Quota sampling  <https://revisionworld.com/gcse-revision/business-studies/marketing/marketing-research>  Delivery Guide Unit **R065** Design a business proposal  LO2 Sampling methods in practice page 10 <http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf>  Two tasks that follow on from each other:  Delivery Guide Unit **R065** Design a business proposal  LO2 Devising a questionnaire page 9 and Reviewing page 10  <http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf>  Media clip looking at Gaps in the market and Entrepreneurship  <https://www.bbc.com/education/clips/z8vm6sg> |

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| **Unit R065 Design a business proposal**  **Learning Outcome 3: Be able to develop a design proposal for a business challenge** | | |
| **Week** | **Learning outcomes** | **Link to useful resources/ Important information** |
| 29 | LO3 How and why products are designed in business to meet the demands of business.  Creative techniques used in business for product design to include:   * mind maps * mood Board * deliberate creativity * SCAMPER model.   *Revision lesson for R064 examination to be taken in May/June.* | Delivery Guide Unit **R065** Design a business proposal  LO3 Product designs  Creative techniques; A learner guide  SCAMPER model in practice page 11  <http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf> |
| 30 | LO3 Different methods of how to review product ideas in Business.  Review product ideas to gain:   * feedback * assessment * strengths * weaknesses.   Product ideas created for a given purpose in business. | Delivery Guide Unit **R065** Design a business proposal  LO3 Different methods of feedback page 13 and Design alterations page 12  <http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf>  Media Clips focusing on developing products  Anti-Theft <https://www.bbc.com/education/clips/zp9nvcw>  Lamps <https://www.bbc.com/education/clips/z6y76sg>  Plastic chairs <https://www.bbc.com/education/clips/zjh8q6f> |

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| **Unit R065 Design a business proposal**  **Learning Outcome 4: Be able to review whether a business proposal is viable** | | |
| **Week** | **Learning outcomes** | **Link to useful resources/ Important information** |
| 31 | LO4 Financial terms required to cost a business challenge.  How to calculate profit.  **\*\*Implementation of Revision Timetable.** | Delivery Guide Unit **R065** Design a business proposal  LO3 Financial terms and the concept of profit page 14 <http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf> |
| 32 | LO4 What are pricing strategies and the different types of each method to include:   * competitive * psychological pricing * price skimming * price penetration.   *Revision lesson for R064 examination to be taken in May/June.*  **\*\*Implementation of Revision Timetable.** | Delivery Guide Unit **R065** Design a business proposal  LO4 Types of pricing strategies and examples of pricing strategies page 14 <http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf> |
| **Easter Holidays** | | |

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| **Unit R065 Design a business proposal**  **Learning Outcome 4: Be able to review whether a business proposal is viable** | | |
| **Week** | **Learning outcomes** | **Link to useful resources/ Important information** |
| 33 | LO4 How to review the success of a business venture using a variety of different products/services.  Business considerations in terms of:   * predicted sales * predicted profit.   *Break even revision.*  **\*\*Implementation of Revision Timetable.** | Delivery Guide Unit **R065** Design a business proposal  LO4 Junior Dragons Den and Young Enterprise Product ideas page 15 <http://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf>  <https://www.bbc.com/education/guides/zxq2hyc/revision>  Media clip based on revenue, costs and profit <https://www.bbc.com/education/guides/zxq2hyc/video>  <https://www.tutor2u.net/business/reference/breakeven-analysis-revision-presentation>  <http://www.bbc.co.uk/schools/gcsebitesize/business/finance/profitabilityrev1.shtml> |
| 34 | LO4 Identifying the challenges that businesses face when launching new products to include:   * risks * demand * copyright * patenting.   **\*\*Implementation of Revision Timetable.** | <https://www.entrepreneur.com/article/234094>  <https://www.tutor2u.net/business/reference/starting-a-business-risks-and-rewards>  <http://www.bbc.co.uk/schools/gcsebitesize/business/aims/aimsandactivitiesrev5.shtml>  <http://www.bbc.co.uk/schools/gcsebitesize/business/aims/publicsectorrev3.shtml> |
| 35 | Introduction to the OCR-set assignment for Unit R065. Teachers must read the ‘General information for learners’ within the assignment brief, scenario and learner tasks. Learners must be aware of the 15-20 hours given for this task in lesson time.  **\*\*Implementation of Revision Timetable.** | Design a business proposal R065 OCR-set assignment  <http://www.ocr.org.uk/Images/338472-unit-r065-design-a-business-proposal-set-assignment.pdf> |
| 36 - 40 | Completion of R065 OCR-set assignment in lesson time for 15-20 hours.  **During this time the R064 examination will also be taken in May/June** | Teacher to refer to candidate styles answers to aid the marking when required  <http://www.ocr.org.uk/Images/390485-unit-r065-candidate-style-answers.pdf>  (May 2018) |
| **Half term** | | |

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| **Unit R066: Market and pitch a business proposal**  **Learning Outcome 1: Be able to develop a brand identity and promotional plan to target a customer profile** | | |
| **Week** | **Learning outcomes** | **Link to useful resources/ Important information** |
| 41 | LO1 Introduction to new unit:  Brand identity:   * what is a brand? * brand personality * strategies * images. | Branding media clip to introduce the topic <https://www.bbc.com/education/clips/zt7fb9q>  Introductory task for branding topic <http://www.beebusinessbee.co.uk/index.php/btec-first-business/30-unit-3-promoting-a-brand-branding-methods-and-techniques>  Delivery Guide Unit **R066** Market and pitch a business proposal LO1 Introduction to brand identities page 8 <http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf>  Advantages of branding products:  <https://www.tutor2u.net/business/reference/brands-and-branding-introduction> |
| 42 | LO1 The benefits of branding to a business to include:  Trust, recognition, image, quality, adding value etc. | Delivery Guide Unit **R066** Market and pitch a business proposal LO1 Benefits of branding page 9 <http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf> |
| 43 | LO1 Brand Identity. | OCR Lesson element task  <http://www.ocr.org.uk/Images/361192-unit-r066-brand-identity-lesson-element.docx>  **Learners must pass R065 before completing R066 unit. If any learners within the group have not passed then an opportunity to re-complete the task can be given and should be built into the scheme of work which may alter the delivery of the course. From this week on learners should be given a specific time frame to complete the work and submit for re-marking from this point on. Additional lessons may be required.** |
| 44 | LO1 Researching brands relating this to target customers to include:   * target market * customer profiling. | Delivery Guide Unit **R066** Market and pitch a business proposal LO1 Research other brands and their appeal to target customers page 9 <http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf> |

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| **Week** | **Learning outcomes** | **Link to useful resources/ Important information** |
| 45 | LO1 Different promotional objectives that businesses need to consider and methods to include:   * digital * offline/traditional promotions. | Website explaining some of the different types of digital promotion <http://www.optimistics.co.uk/blog/business-promotion-digital-marketing-mix#.Wurn5kxFzIU>  Case Study of a Business wanting to promote their business online using digital promotion: <http://www.bbc.co.uk/guides/zs8h6yc#zjhbgdm>  Media clip of more traditional methods of advertising such as billboards, tv adverts, magazines, newspapers, word of mouth etc. <http://www.bbc.co.uk/schools/gcsebitesize/business/marketing/productlifecyclevid.shtml>  Delivery Guide Unit **R066** Market and pitch a business proposal LO1 Select and justify methods of promotion to meet promotional objectives page 9  <http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf> |
| 46 | LO1 Select and justify appropriate promotional methods to include:   * key factors * appeal to audience * types of sales promotions linked to audience * how methods complement each other. | Website on what to consider when considering promotional methods<https://www.tutor2u.net/business/reference/promotion-introduction>  Website focusing on promotions to appeal to customers with sales promotions <https://www.tutor2u.net/business/reference/marketing-sales-promotion>  Website article highlighting the importance of getting promotions right and how social media can have a negative affect <http://www.bbc.co.uk/newsbeat/article/37285515/anger-on-social-media-over-sainsburys-3-on-the-go-meal-deal-changes> |
| **End of summer term** | | |

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| **START OF NEW SCHOOL YEAR** | | |
| **Week** | **Learning outcomes** | **Link to useful resources/ Important information** |
| 1  September of the 2nd year | Revision of Branding to include:  Brand identity  • target market  • customer profiling.  Different promotional objectives  • digital  • offline/traditional promotions.  Appropriate promotional methods to include:  • key factors  • appeal to audience  • types of sales promotions linked to audience  • how methods complement each other.  LO1 Developing a promotional plan in business. | Delivery Guide Unit **R066** Market and pitch a business proposal LO1 Developing a promotional plan page 10 <http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf> |

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| **Unit R066 Market and pitch a business proposal**  **Learning Outcome 2 Be able to pitch a proposal for a proposal** | | |
| **Week** | **Learning outcomes** | **Link to useful resources/ Important information** |
| 2 | LO2 What is a business pitch? | Entrepreneurship and enterprise introduction <https://www.bbc.com/education/guides/z8c9jxs/revision/1>  Two examples of pitches presented by children <https://www.youtube.com/watch?v=H0kbMpQ5Qc4>  <https://www.youtube.com/watch?v=tK_Ps0qTcus>  <https://www.bbc.co.uk/cbbc/shows/pocket-money-pitch> |
| 3 | LO2 How to plan a pitch considering:   * audience * objectives * location * method * structure * visual aids. | <https://startups.co.uk/how-to-pitch-to-a-dragon-with-deborah-meaden/>  <http://articles.bplans.co.uk/financing-a-business/delivering-a-winning-business-plan-pitch/272>  Resources for a pitch <https://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/> <https://www.slidegenius.com/blog/how-printed-handouts-benefit-your-business-presentation/> <http://smallbusiness.chron.com/advantages-disadvantages-visual-communication-42511.html>  Delivery Guide Unit **R066** Market and pitch a business proposal Producing effective visual aids page 14 <http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf> |
| 4 | LO2 Plan a pitch. | Lesson element task  <http://www.ocr.org.uk/Images/361193-unit-r066-plan-a-pitch-for-a-proposal-lesson-element.doc> |

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| **Week** | **Learning outcomes** | | **Link to useful resources/ Important information** |
| 5 | LO2 Plan a pitch to an audience. | | Lesson element task <http://www.ocr.org.uk/Images/361194-unit-r066-pitch-a-proposal-to-an-audience-lesson-element.doc> |
| 6 | LO2 Considerations of personal appearance when delivering a pitch. | | Delivery Guide Unit **R066** Market and pitch a business proposal Personal appearance – dressing for success page 14 <http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf> |
| 7 | LO2 Anticipating potential questions when delivering a pitch to an audience. | | Delivery Guide Unit **R066** Market and pitch a business proposal Anticipating potential questions page 14 <http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf> |
| **Half Term** | | | |
| 8 | | LO2 Mini pitches to give constructive feedback to each presenter (peer). | Delivery Guide Unit **R066** Market and pitch a business proposal Three-minute mini-pitch page 15 <http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf> |
| 9 | | LO3 ‘How Good Are Your Presentation Skills?’  Quiz to gain the learners self-assessment regarding giving presentations as well as tips on how to:   * understand your audience * preparing your content * delivering confidently * controlling the environment. * how to support your peers when delivering a presentation * preparing for feedback. | Resource to aid learners <https://www.mindtools.com/pages/article/newCS_96.htm>  Delivery Guide Unit **R066** Market and pitch a business proposal  Supporting peers and how to prepare for feedback from peers page 15 <http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf> |

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| **Unit R066 Market and pitch a business proposal**  **Learning Outcome 3: Be able to pitch a proposal to an audience** | | |
| **Week** | **Learning outcomes** | **Link to useful resources/ Important information** |
| 10 | LO3 Preparing a script for an assessment. | Delivery Guide Unit **R066** Market and pitch a business proposal Preparing a script page 15 <http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf> |
| 11 | LO3 Lesson Element.  Unit R066: Market and pitch a business proposal  Be able to plan a pitch for a proposal.  **\*\*Implementation of Revision Timetable if learners are completing a resit.** | Lesson element task  <http://www.ocr.org.uk/Images/361193-unit-r066-plan-a-pitch-for-a-proposal-lesson-element.doc> |
| 12 | LO3 Lesson Element.  Unit **R066**: Market and pitch a business proposal  Be able to pitch a proposal to an audience.  **\*\*Implementation of Revision Timetable if learners are completing a resit.** | Lesson element task  <http://www.ocr.org.uk/Images/361194-unit-r066-pitch-a-proposal-to-an-audience-lesson-element.doc> |

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| **Unit R066 Market and pitch a business proposal**  **Learning Outcome 4: Be able to review the strengths and weaknesses of a proposal and pitch** | | |
| 13 | LO4 How to be successful when delivering a pitch which can then be used to review a pitch.  **\*\*Implementation of Revision Timetable if learners are completing a resit.** | Script of a media clip on how to become a successful entrepreneur  <https://bam.files.bbci.co.uk/bam/live/content/z8rbd2p/transcript> Learners could use the information to review a pitch  Delivery Guide Unit **R066** Market and pitch a business proposal Importance of self-review and development page 16 <http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf> |
| 14 | LO4 Comparing the outcomes of a pitch to include:   * presentation objectives * review of presentation.   **\*\*Implementation of Revision Timetable.** | Using an episode of Dragons Den, learners could write general pitch objectives and review these against an episode that they could watch. <http://www.bbc.co.uk/dragonsden/entrepreneurs/>  Delivery Guide Unit **R066** Market and pitch a business proposal Reflection after delivering a professional pitch to an external page 16 [http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf audience](http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf%20audience) |
| 15 | LO4 Reviewing a business proposal to include:   * product proposal * pricing strategy * brand * promotional plan * relevance and appeal * review the proposal * future developments.   **\*\*Implementation of Revision Timetable.** | Delivery Guide Unit **R066** Market and pitch a business proposal  Review of business proposal page 16 <http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf> |
| **Christmas holidays** | | |

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| **Week** | **Learning outcomes** | **Link to useful resources/ Important information** |
| 16 | Review of LO1, LO2, LO3, LO4 for Unit R066. |  |
| 17 | Introduction to the OCR-set assignment for Unit R066.  Teachers must read the ‘General information for learners’ within the assignment brief, scenario and learner tasks.  Learners must be aware of the 12-15 hours given for this task in lesson time. | Market and pitch a business proposal R066 OCR-set assignment |
| 18-20 | Completion of R066 Market and pitch a business proposal OCR-set assignment in lesson time for 12-15 hours. | Teacher to refer to candidate styles answers to aid the marking when required  <http://www.ocr.org.uk/Images/400118-unit-r066-candidate-style-answers.pdf> |
| 21 | \*\*Implementation of Revision Timetable if learners are completing a resit for Unit R064 in May/June. |  |
| 22 – end of course | If learners are required to re-submit Unit R066, the forth coming lessons can be used for that purpose.  \*\*Implementation of Revision Timetable if learners are completing a resit for Unit R064 in May/June. | All learner internal assessment results must be submitted to OCR for 15th May using the method that you as a centre have chosen. |

**Suggested Revision Timetable for Unit R064**

**If learners are completing a resit of Unit R064 Enterprise and marketing concepts in January or May/June, a revision programme will need to be put in place so that the topics can be revised and learners can complete past examination papers. A five week revision programme would be suggested with learners revising specific elements of each LO’s prior to the exam. See below:**

\*\*Revision timetable

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| **Week** | **Learning outcomes** | **Link to useful resources/ Important information** |
| 1 | Focus on LO1 Understand how to target a market. |  |
| 2 | Focus on LO2 Understand what makes a product or service financially viable. |  |
| 3 | Focus on LO3 Understand product development and LO4 Understand how to attract and retain customers. |  |
| 4 | Focus on LO5 Understand factors for consideration when starting up a business and LO6 Understand different functional activities needed to support a business start-up. |  |
| 5 | Sample assessment material or past examination paper practice. | <http://www.ocr.org.uk/Images/338458-unit-r064-enterprise-and-marketing-concepts-sample-assessment-material.pdf>  <http://www.ocr.org.uk/qualifications/vocational-education-and-skills/cambridge-nationals-enterprise-and-marketing-level-1-and-2-certificate-j819/> |

**Please note, 15th May of each year is the deadline for OCR Repository and Postal Moderations to be completed. All learner work must be marked, internally standardised prior to this process being completed.**

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