



Oxford Cambridge and RSA

Cambridge National in Enterprise and Marketing

OCR J819 Unit R066

Level 1/2 Cambridge National Certificate in Enterprise and Marketing

Unit Recording Sheet

Please read the instructions printed at the end of this form. One of these Unit Recording Sheets should be completed for every candidate during internal assessment.										
Unit Title	Market and pitch a business proposal				Unit Code	R066	Session	Jan / June	Year	2 0
Centre Name							Centre Number			
Candidate Name							Candidate Number			
Please tick to indicate which assignment you have used		Progress Ahead (2020 version)		If Progress Ahead (legacy version) has been used, please use the previous URS			Perfecta Pizza			
Total Mark										
Criteria							Teacher Comments	Mark	Page No.	
LO1: Be able to develop a brand identity and promotional plan to target a customer profile – 30% (18 marks)										
MB1: 1 - 3 marks		MB2: 4 - 6 marks		MB3: 7 - 9 marks						
Provides a basic description of why businesses use different branding methods and techniques, with examples of limited appropriateness .		Explains why businesses use different branding methods and techniques, using some appropriate examples.		Explains comprehensively why businesses use different branding methods and techniques, using wholly appropriate examples.						
Outlines a few key factors to consider when planning a brand identity for their business proposal.		Explains many of the key factors to consider when planning a brand identity for their business proposal.		Explains in detail most of the key factors to consider when planning a brand identity for their business proposal.						
Creates a brand identity design to consider for their business proposal, and states why the chosen brand identity is likely to succeed, with limited reference to how the brand appeals to the specific customer profile.		Creates a mostly appropriate brand identity design for their business proposal, and justifies why the chosen brand identity is likely to succeed, with sound reference to how the brand appeals to the specific customer profile.		Creates a considered, wholly appropriate brand identity design for the business proposal, and thoroughly justifies why the chosen brand identity is likely to succeed, with comprehensive reference to how the brand appeals to the specific customer profile.						
Partly explains the combination of brand methods or techniques chosen.		Clearly justifies the combination of brand methods or techniques chosen.		Thoroughly justifies the combination of brand methods or techniques chosen.						
[1 2 3]		[4 5 6]		[7 8 9]						
							/9			

MB1: 1 - 3 marks	MB2: 4 - 6 marks	MB3: 7 - 9 marks			
<p>The promotional objectives for the product are described.</p> <p>The proposed mix of promotional methods is outlined and described.</p> <p>The methods chosen partly complement each other. A description of how they complement each other and how the promotional mix relates to the customer profile is provided.</p> <p style="text-align: right;">[1 2 3]</p>	<p>The promotional objectives for the product are clearly explained.</p> <p>The proposed mix of promotional methods is explained and mostly appropriate for the product.</p> <p>The methods chosen mostly complement each other. A sound explanation of how they complement each other and how the promotional mix relates to the customer profile is provided.</p> <p style="text-align: right;">[4 5 6]</p>	<p>The promotional objectives for the product are comprehensively explained.</p> <p>The proposed mix of promotional methods is thoroughly explained and wholly relevant for the product.</p> <p>The methods chosen fully complement each other. A comprehensive explanation of how they complement each other and how the promotional mix relates to the customer profile is provided.</p> <p style="text-align: right;">[7 8 9]</p>		/9	

Criteria			Teacher Comments	Mark	Page No.
LO2: Be able to plan a pitch for a proposal – 15% (9 marks)					
MB1: 1 - 3 marks	MB2: 4 - 6 marks	MB3: 7 - 9 marks			
<p>Describe some of the factors for consideration when planning a pitch for their business proposal.</p> <p>Resources/supporting materials produced have some relevance to the audience and business proposal. Responses to possible questions that the audience may pose are briefly considered.</p> <p style="text-align: right;">[1 2 3]</p>	<p>Explains many factors for consideration when planning a pitch for their business proposal.</p> <p>Resources/supporting materials produced are mostly relevant to the audience and business proposal. Responses to possible questions that the audience may pose are mostly considered and planned for.</p> <p style="text-align: right;">[4 5 6]</p>	<p>Explains in detail all factors for consideration when planning a pitch for their business proposal.</p> <p>Resources/supporting materials produced are wholly relevant for the audience and business proposal. Responses to possible questions that the audience may pose are comprehensively considered and well planned for.</p> <p style="text-align: right;">[7 8 9]</p>		/9	

Criteria			Teacher Comments	Mark	Page No.
LO3: Be able to pitch a proposal to an audience – 35% (21 marks)					
MB1: 1 - 2 marks	MB2: 3 - 4 marks	MB3: 5 - 6 marks			
<p>Basic support offered to peers on their practice pitch.</p> <p>Limited refinement of pitch plans and supporting materials. Minimal reflection on feedback offered or self-evaluation to prepare for final professional pitch.</p> <p>Limited evidence of planning the development of their personal pitching skills in preparation for the professional pitch.</p> <p style="text-align: right;">[1 2]</p>	<p>Some support offered to peers on their practice pitch to help them develop their pitch further.</p> <p>Pitch plans and supporting materials are refined after some reflection on feedback offered and self-evaluation to prepare for final professional pitch.</p> <p>Some evidence of planning the development of their personal pitching skills in preparation for the professional pitch.</p> <p style="text-align: right;">[3 4]</p>	<p>Comprehensive support offered to peers when performing or writing their practice pitch to help them develop their pitch further.</p> <p>Pitch plans and supporting materials are well refined after thorough reflection on feedback offered and self-evaluation to prepare for final professional pitch.</p> <p>Clear evidence of planning the development of their personal pitching skills in preparation for the professional pitch</p> <p style="text-align: right;">[5 6]</p>		/6	
MB1: 1 - 2 marks	MB2: 3 - 4 marks	MB3: 5 - 6 marks			
<p>A basic use of visual aid(s) to support the pitch.</p> <p>Resources/supporting materials are used with limited effectiveness to aid delivery of the pitch.</p> <p style="text-align: right;">[1 2]</p>	<p>A sound use of visual aid(s) to support delivery of an effective pitch.</p> <p>Resources/supporting materials are used mostly effectively to aid delivery of the pitch.</p> <p style="text-align: right;">[3 4]</p>	<p>A wholly appropriate use of visual aid(s) to support delivery of the pitch in a wholly effective way.</p> <p>Resources/supporting materials are used wholly effectively to aid delivery of the pitch.</p> <p style="text-align: right;">[5 6]</p>		/6	

MB1: 1 - 3 marks	MB2: 4 - 6 marks	MB3: 7 - 9 marks			
<p>A basic outline of the business proposal is presented using basic presentation skills. Limited answers given to questions posed.</p> <p>Little evidence of consideration given to tailoring the pitch to meet the needs of the audience.</p>	<p>A sound outline of the business proposal is presented using mostly effective presentation skills. Clear answers given to questions posed.</p> <p>Some evidence of consideration given to tailoring the pitch to meet the needs of the audience.</p>	<p>A thorough outline of the business proposal is presented using professional presentation skills. Well developed and justified answers given to questions posed.</p> <p>Clear evidence of consideration given to tailoring the pitch to meet the needs of the audience.</p>			
[1 2 3]	[4 5 6]	[7 8 9]		/9	

Criteria						Teacher Comments	Mark	Page No.
LO4: Be able to review the strengths and weaknesses of a proposal and pitch – 20% (12 marks)								
MB1: 1 - 2 marks		MB2: 3 - 4 marks		MB3: 5 - 6 marks				
<p>A basic review of own pitch/pitching skills is completed.</p> <p>Relevant strengths and areas for development of pitch/pitching skills are briefly described.</p> <p style="text-align: right;">[1 2]</p>		<p>A mostly considered review of own pitch/pitching skills is completed.</p> <p>Relevant strengths and areas for development of pitch/pitching skills are explained.</p> <p style="text-align: right;">[3 4]</p>		<p>A comprehensive and detailed review of own pitch/pitching skills is completed.</p> <p>Relevant strengths and areas for development of pitch/pitching skills are well explained.</p> <p style="text-align: right;">[5 6]</p>				
MB1: 1 - 2 marks		MB2: 3 - 4 marks		MB3: 5 - 6 marks			/6	
<p>A basic review of own business proposal is completed.</p> <p>Relevant strengths and areas for development of the business proposal are briefly described.</p> <p style="text-align: right;">[1 2]</p>		<p>A mostly considered review of own business proposal is completed.</p> <p>Relevant strengths and areas for development of the business proposal are explained.</p> <p style="text-align: right;">[3 4]</p>		<p>A comprehensive and detailed review of own business proposal is completed.</p> <p>Relevant strengths and areas for development of the business proposal are well explained.</p> <p style="text-align: right;">[5 6]</p>			/6	
Total							/60	
If this is a re-sit, please tick		Series and Year of previous submission		Jan/June		Please tick to indicate this work has been standardised internally		

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (www.ocr.org.uk).

Guidance on Completion of this Form

- 1 **One** sheet should be used for every candidate.
- 2 Please ensure that the appropriate boxes at the top of the form are completed.
- 3 Please enter *specific* page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- 4 Circle/highlight the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- 5 Add the marks for the strands together to give a total out of 60. Enter this total in the relevant boxes.