

It's easy to join us

Moving to Cambridge National in Enterprise and Marketing (J837) from BTEC Tech Award in Enterprise (2022)

Are you currently teaching BTEC Tech Award in Enterprise?

This short guide will take a look at our Cambridge National in Enterprise and Marketing, show you how it compares to the BTEC and how you can easily move to teaching our specification.

Developed with the support of teachers, employers, and subject experts our Cambridge National in Enterprise and Marketing has lots of key benefits for teachers and students.

Your students will build:

- **real and relevant skills** for the future
- **apply knowledge and practical skills** in enterprise and marketing
- **independence and confidence** in using skills that are relevant to the business and enterprise sectors
- invaluable **transferable skills** such as:
 - analytical skills
 - creative thinking
 - digital presentation
 - planning
 - research
 - self-management
 - verbal communication.

Our specification offers:

- a design to meet the Department for Education (DfE) requirements for qualifications in the Technical Award category of the 14-16 performance tables
- a simple assessment model that requires students to focus on three units of study (one externally assessed and two skills-based internally assessed units)
- clearly laid out subject content
- set assignments for the two internally assessed units
- a motivating, practical learning experience for students through product creation, marketing and skills evaluation
- enterprise-related skills and entrepreneurial capability.

About our Cambridge Nationals suite

We believe in developing specifications that help you bring the subject to life and inspire your students to achieve more.

We've created teacher-friendly specifications based on extensive research and engagement with the teaching community. They're designed to be straightforward and accessible so that you can tailor the delivery of the course to suit your needs.

You may be interested in this qualification if you want an engaging qualification where your students will use their learning in practical, real-life situations.

We offer a range of support services to help you at every stage, from preparation to delivery:

- **textbooks and teaching and learning resources from leading publishers.** For details of all the published resources that we endorse, check the [Cambridge Nationals page](#) on our website
- **free OCR resources** to help you plan your teaching and get your students **ready for assessment**
- an extensive **range of free professional development courses** covering everything from getting started to hands-on assessment practice. There are also regular Q&A opportunities with moderators and examiners. To find out more, visit our [professional development page](#)
- [Active Results](#): our **free results analysis service** to help you review the performance of individual students or whole school
- [ExamBuilder](#): our **free question-building platform** that helps you to build your own tests using past OCR exam questions
- **expert Subject Advisors** who are part of their subject communities and here to support you with advice, updates on resources, and information about training opportunities.

**Building
a future
for *all*
your
students**

At a glance specification comparison

	Cambridge National in Enterprise and Marketing	BTEC Tech Award in Enterprise (2022)
Structure	There are three units of assessment. Students must complete all three units of assessment to achieve the qualification.	There are three components of assessment. Students must complete all three components of assessment to achieve the qualification.
Grading	All results are awarded on the following scale: Level 2 – Distinction (*2), Distinction (D2), Merit (M2), Pass (P2) Level 1 – Distinction (D1), Merit (M1), Pass (P1) and Unclassified.	All results are awarded on the following scale: Level 2 – Distinction* (L2D*), Distinction (L2D), Merit (L2M), Pass (L2P) Level 1 – Distinction (L1D), Merit (L1M), Pass (L1P) and Unclassified (U).
Assessment	<p>R067 Externally assessed written exam 1 hour 15 minutes (48 GLH for the unit).</p> <p>R068 OCR-set assignment internally marked and moderated by OCR. Approximately 10-14 hours for the assignment (36 GLH for the unit).</p> <p>R069 OCR-set assignment internally marked and moderated by OCR. Approximately 10-14 hours for the assignment (36 GLH for the unit).</p>	<p>Component 1 Pearson-set assignment internally marked and moderated by Pearson. Approximately 11 hours for the assignment (36 GLH for the unit).</p> <p>Component 2 Pearson-set assignment internally marked and moderated by Pearson. Approximately 13 hours for the assignment (36 GLH for the unit).</p> <p>Component 3 Externally assessed 2 hour written exam. (48 GLH for the unit).</p>
Administration	There are two assessment series each year in January and June. OCR-set assignments for non-examined assessed (NEA) units are live for one year with the exception of R069 . Candidates have one resubmission opportunity. Resubmission of the same work must be in a series that falls in the live assessment dates for the OCR-set assignment on which the work is based. All resubmissions must be based on the assignment that is live for the submission series. Familiar administration for exam officers.	There are two assessment series each year. For non-exam components a Pearson-set assignment is released in October for December/January moderation. A second Pearson-set assignment is released in February for May/June moderation. Following submission of marks for moderation, there is no further opportunity to resubmit improved evidence based on the same completed assignment. Learners may be offered one resubmission opportunity in a later assessment series using the new Pearson-set assignment released for that series.

Comparing assessment models

Cambridge National in Enterprise and Marketing	BTEC Tech Award in Enterprise (2022)
<p>Unit R067: Enterprise and marketing concepts</p> <p>70 marks</p> <p>48 GLH</p> <p>OCR-set and marked 1 hour 15 minutes written examination</p>	<p>Component 1: Exploring enterprises</p> <p>36 GLH</p> <p>Pearson-set assignment, internally assessed and moderated by Pearson</p>
<p>Unit R068: Design a business proposal</p> <p>36 GLH</p> <p>OCR-set assignment, internally assessed and moderated by OCR</p>	<p>Component 2: Planning and presenting a micro-enterprise idea</p> <p>36 GLH</p> <p>Pearson-set assignment, internally assessed and moderated by Pearson</p>
<p>Unit R069: Market and pitch a business proposal</p> <p>36 GLH</p> <p>OCR-set assignment, internally assessed and moderated by OCR</p>	<p>Component 3: Marketing and finance for enterprise</p> <p>60 marks</p> <p>48 GLH</p> <p>Pearson-set and marked 2 hour written examination</p>

Next steps

If you are an OCR-approved centre, all you need to do is download the specification and start teaching. Your exams officer can complete an intention to teach form which enables us to provide appropriate support. When you're ready to enter your students, you just need to speak to your exams officer.

Unit R067 is examined.

Units R068 and R069 are centre-assessed and moderated. Students must have completed Unit R068 before they start the assessment for Unit R069.

This specification has two series of assessment availability, each January and June, and does contain a terminal rule for the externally assessed unit. For full details please see section 7.1 and 7.2 of the specification.

1. Get to know the specification, sample assessment materials and teaching resources on the Cambridge National in [Enterprise and Marketing](#) web page.
2. Sign up to receive subject [updates by email](#).
3. Sign up to attend a [training event](#) or take part in a webinar on specific topics running throughout the year and our Q&A webinar sessions every half term.



Like the flexibility of delivery of content which takes account to the individual needs of learners.



And finally...

Detailed comparison of units

Cambridge National in Enterprise and Marketing			BTEC Tech Award in Enterprise (2022)		
Unit R067 Enterprise and marketing concepts OCR-set and marked 70 marks 1 hour 15 minutes 48 GLH			Component 1	Component 2	Component 3
Topic Area 1: Characteristics, risk and reward for enterprise	1.1	Characteristics of successful entrepreneurs	A4		
	1.2	Potential rewards for risk taking	A4		
	1.3	Potential drawbacks for risk taking			
Topic Area 2: Market research to target a specific customer	2.1	The purpose of market research	B2		
	2.2	Primary market research methods	B1		
	2.3	Secondary market research sources	B1		
	2.4	Types of data			
	2.5	Types of market segmentation			A1
	2.6	The benefits of market segmentation to a business			A1
Topic Area 3: What makes a product financially viable	3.1	Cost of producing the product		A2	B3
	3.2	Revenue generated by sales of the product		A2	B3
	3.3	Profit/loss		A2	B4
	3.4	How to use the formula for break-even as an aid to decision making		A2	C4
	3.5	Importance of cash			B5

Cambridge National in Enterprise and Marketing

BTEC Tech Award in Enterprise (2022)

Unit R067 Enterprise and marketing concepts

OCR-set and marked
70 marks
1 hour 15 minutes
48 GLH

Component 1

Component 2

Component 3

Topic Area 4: Creating a marketing mix to support a product	4.1	The marketing mix elements for a good/service		A2	A2
	4.2	How the elements of the marketing mix work together		A2	A2
	4.3	Types of advertising medium used to attract and retain customers and the appropriateness of each		A2	A2
	4.4	Sales promotion techniques used to attract and retain customers and the appropriateness of each			A2
	4.5	Public relations			A2
	4.6	How to sell the good/service to the consumer			A2
	4.7	The product lifecycle			A2
	4.8	Extension strategies for products in the product lifecycle and the appropriateness of each			
	4.9	Factors to consider when pricing a product to attract and retain customers		A2	A2
	4.10	Types of pricing strategies and the appropriateness of each		A2	A2
Topic Area 5: Factors to consider when starting up and running an enterprise	5.1	Appropriate forms of ownership for business start-ups		A2	
	5.2	Source(s) of capital for business start-ups and expansion			C5
	5.3	Support for enterprise			

Cambridge National in Enterprise and Marketing			BTEC Tech Award in Enterprise (2022)		
Unit R068 Design a business proposal NEA centre assessed, OCR moderated 60 marks 36 GLH			Component 1	Component 2	Component 3
Topic Area 1: Market research	1.1	Carry out market research to aid decisions relating to a business proposal	B1/B4	A2	
	1.2	Review the results of market research		A2	
Topic Area 2: How to identify a customer profile	2.1	Identify potential customers and build a customer profile based on market research findings	B2	A2	A1
Topic Area 3: Develop a product proposal	3.1	Create a design mix for a new product			
	3.2	Review designs for a product proposal			
Topic Area 4: Review whether a business proposal is financially viable	4.1	Calculate costs, revenue, break-even and profit relating to a business proposal		A2	B3/C4
	4.2	Apply an appropriate pricing strategy		A2	
	4.3	Review the likely financial viability of a business proposal		A2	
Topic Area 5: Review the likely success of the business proposal	5.1	Risks and challenges when launching a new product	C1	A2	

Cambridge National in Enterprise and Marketing

BTEC Tech Award in Enterprise (2022)

Unit R069 Market and pitch a business proposal

NEA centre assessed, OCR moderated
60 marks
36 GLH

Component 1

Component 2

Component 3

Topic Area 1: Develop a brand identity to target a specific customer profile	1.1	What is a brand?			A4
	1.2	Why branding is used			A4
	1.3	Branding methods			A4
	1.4	Produce a competitor analysis		A2	
Topic Area 2: Create a promotional campaign for a brand and product	2.1	How to create a promotional campaign for a product/brand		A2	
Topic Area 3: Plan and pitch a proposal	3.1	Considerations when planning a professional pitch		B1	
	3.2	Use and development of personal and presentation skills		B2	
	3.3	Benefits of using a practice pitch			
	3.4	Deliver a professional pitch		B2	
Topic Area 4: Review a brand proposal, promotional campaign and professional pitch	4.1	Review a brand using a range of sources			
	4.2	Review a professional pitch to an external audience		C1	

Need to get in touch?

If you ever have any questions about OCR qualifications or services (including administration, logistics and teaching) please feel free to get in touch with our customer support centre.

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Alternatively, you can email us on
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Though we make every effort to check our resources, there may be contradictions between published support and the specification, so it is important that you always use information in the latest specification. We indicate any specification changes within the document itself, change the version number and provide a summary of the changes. If you do notice a discrepancy between the specification and a resource, please [contact us](#).

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