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| **OCR Level 1/Level 2 Cambridge National in Enterprise and Marketing** |
| Qualification J837  Unit R069 |
| Unit Recording Sheet |



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| Please read the instructions printed at the end of this form. A Unit Recording Sheet must be completed for each candidate and unit. | | | | | | |
| Unit Title | Market and pitch a business proposal | | Unit Code | R069 | Session | Choose an item. | Year | 2 | 0 |  |  |
| Scenario Title | |  | | | | | | | | | |
| Centre Name | |  | | | | Centre Number | |  | | | |
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| Marking Criteria | | | Teacher Comments | Mark | Page No. |
| **Task 1 – Topic Area 1: Develop a brand identity to target a specific customer profile** | | |  | **/12** |  |
| **MB1: 1 - 4 marks** | **MB2: 5 - 8 marks** | **MB3: 9 - 12 marks** |
| Research into competitors’ strengths, weaknesses and their unique selling point is **limited**.  A **basic** analysis of the external environment is carried out.  The review of the product’s strengths, weaknesses and their unique selling point is **limited**.  **Briefly** describes branding methods.  Creates a brand personality for their business proposal and makes a **basic** case why the chosen brand personality is likely to succeed, with **limited** or **no** reference to how the brand appeals to the specific customer profile.  **[1 2 3 4]** | Research into competitors’ strengths, weaknesses and their unique selling point is **adequate**.  A **sound** analysis of the external environment is carried out, but may lack detail.  The review of the product’s strengths, weaknesses and their unique selling point is **sound**.  **Partly** explains the combination of branding methods.  Creates a brand personality for their business proposal and makes a **sound** case why the chosen brand personality is likely to succeed, with **some** reference to how the brand appeals to the specific customer profile.  **[5 6 7 8]** | Research into competitors’ strengths, weaknesses and their unique selling point is **comprehensive**.  A **comprehensive** analysis of the external environment is carried out.  The review of the product’s strengths, weaknesses and their unique selling point is **fully** considered.  **Comprehensively** justifies the combination of branding methods.  Creates a brand personality for their business proposal and makes a **detailed** case as to why the chosen brand personality is likely to succeed, with **full** and **clear** reference to how the brand appeals to the specific customer profile.  **[9 10 11 12]** |

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| **Task 2 – Topic Area 2: Create a promotional campaign for a brand and product** | | |  |  |  |
| **MB1: 1 - 3 marks** | **MB2: 4 - 6 marks** | **MB3: 7 - 9 marks** |
| Explanation of promotional objectives and KPIs is **basic**.  **Basic** digital and non-digital materials are created to raise awareness of the product, with **limited** or **no** reference to how they will work together, or to their suitability to the needs of the target customer profile.  **Limited** consideration is given to the appropriateness of the timeframe for the promotional campaign.  **[1 2 3]** | Promotional objectives and KPIs are **partly** explained.  **Adequate** digital and non-digital materials are created to raise awareness of the product, with **some** evidence that they will work together coherently and are suitable for the target customer profile.  Suitability of the timeframe for the promotional campaign is **partly** considered.  **[4 5 6]** | Promotional objectives and KPIs are **comprehensively** explained.  **Detailed** digital and non-digital materials are created to raise awareness of the product and includes **clear** evidence of how they will work together coherently and are fully appropriate to the needs of the target customer profile.  Suitability of the timeframe for the promotional campaign is **fully** considered.  **[7 8 9]** |
| **/9** |

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| **Task 3 – Topic Area 3: Plan and pitch a proposal – Part One** | | |  |  |  |
| **MB1: 1 - 2 marks** | **MB2: 3 - 4 marks** | **MB3: 5- 6 marks** |
| **Briefly** explains factors for consideration when planning a pitch for a business proposal.  Resources/supporting materials produced are **superficial** with **limited** thought to the needs of the target audience.  Responses to possible questions that the audience may pose are **briefly** considered.  **[1 2]** | **Adequately** explains factors for consideration when planning a pitch for a business proposal.  Resources/supporting materials produced are **adequate** showing **some** thought has been given to the needs of the target audience.  Responses to possible questions that the audience may pose are **adequately** considered.  **[3 4]** | **Comprehensively** explains factors for consideration when planning a pitch for a business proposal.  Resources/supporting materials produced are **detailed** and **fully** tailored to the needs of the target audience.  Responses to possible questions that the audience may pose are **fully** considered.  **[5 6]** |
| **/6** |
| **Task 3 – Topic Area 3: Plan and pitch a proposal – Part Two** | | | Teacher Comments | Mark | Page  No. |
| **MB1: 1 - 2 marks** | **MB2: 3 - 4 marks** | **MB3: 5 - 6 marks** |  |  |  |
| **Basic or no** support offered to peers during their practice pitch.  **Limited** refinementof pitching skills, pitch plans and supporting materials based on feedback.  **[1 2]** | **Some** support offered to peers during their practice pitch.  **Sound** refinement of pitching skills, pitch plans and supporting materials based on feedback.  **[3 4]** | **Effective** support offered to peers during their practice pitch.  **Fully** refines pitching skills, pitch plans and supporting materials based on feedback.  **[5 6]** |
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| **Task 4 – Topic Area 3: Plan and pitch a proposal** | | |  |  |  |
| **MB1: 1 - 2 marks** | **MB2: 3 - 4 marks** | **MB3: 5 - 6 marks** |
| Visual aids, resources and supporting materials are used with **limited** effectiveness to aid delivery of the pitch.  A **basic** outline of the business proposal is presented using **limited** presentation skills.  **[1 2]** | Visual aids, resources and supporting materials are used with **adequate** effectiveness to aid delivery of the pitch.  An **adequate** outline of the business proposal is presented using **sound** presentation skills.  **[3 4]** | Visual aids, resources and supporting materials are used with **full** effectiveness to aid delivery of the pitch.  A **comprehensive** outline of the business proposal is presented using **effective** presentation skills.  **[5 6]** |
| **/6** |
| **MB1: 1 - 3 marks** | **MB2: 4 - 6 marks** | **MB3: 7 - 9 marks** |  |  |  |
| Demonstrates **basic** time management skills.  **Limited** evidence of consideration given to tailoring the pitch to meet the needs of the audience.  **Basic** content in the pitch to persuade the business to produce the product.  **Limited** answers are given to questions posed.  **[1 2 3]** | Demonstrates **sound** time management skills.  **Some** evidence of consideration given to tailoring the pitch to meet the needs of the audience.  **Adequate** content in the pitch to persuade the business to produce the product.  **Adequate** answers are given to questions posed.  **[4 5 6]** | Demonstrates **effective** time management skills.  **Clear** evidence of consideration given to tailoring the pitch to meet the needs of the audience.  **Clear** and **effective** content in the pitch to persuade the business to produce the product.  **Fully** justified answers are given to questions posed, demonstrating a full understanding of the proposal and potential issues raised.  **[7 8 9]** |
| **/9** |

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| **Task 5 – Topic Area 4:** **Review a brand proposal, promotional campaign and professional pitch** | | |  |  |  |
| **MB1: 1 - 4 marks** | **MB2: 5 - 8 marks** | **MB3: 9 - 12 marks** |
| A **basic** review of own pitch/pitching skills is completed. Strengths and areas for development regarding the pitch/pitching skills are **briefly** described.  A **basic** review of your business proposal is completed using a **limited** range of evidence.  The likely success of the business proposal is **briefly** explained.  Strengths and areas for future development of your business proposal are **briefly** described.  **[1 2 3 4]** | A **sound** review of own pitch/pitching skills is completed. Strengths and areas for development regarding the pitch/pitching skills are **adequately** explained.  A **sound** review of your business proposal is completed using a range of evidence.  The likely success of the business proposal is **adequately** explained.  Strengths and areas for future development of your business proposal are **adequately** explained.  **[5 6 7 8]** | A **comprehensive** review of own pitch/pitching skills is completed. Strengths and areas for development regarding the pitch/pitching skills are **fully** explained.  A **comprehensive** review of your business proposal is completed using a range of evidence.  The likely success of the business proposal is **comprehensively** explained.  Strengths and areas for future development of your business proposal are **comprehensively** assessed.  **[9 10 11 12]** |
| **/12** |
| **Total** | | | | /**60** |  |

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| Please tick to confirm 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](http://www.ocr.org.uk)).   
A Centre Authentication form (CCS160) **must** be completed for each submission to the moderator. This **must** be held in your centre to be available on request at centre inspection.

Guidance on Completion of this Form

1 One form should be used for every candidate.

2 Please make sure that all parts 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.

5 Enter the circled/highlighted mark in the 'Mark' column.

6 Add the marks for the strands together to give a total out of 60. Enter this total in the relevant box.

7 For Paper-based submissions, one of these sheets, suitably completed, should be attached to the assessed work of each candidate.

8 For Electronic Internal submissions, prior to submitting ‘candidate evidence’ to OCR (via the Repository/SfA or via a USB), the Centre should add a separate folder containing the Unit Recording Sheets.