

**Subject Teacher** Mrs F Harb

**Subject Area:** Year 10

OCR Level 1/2 Cambridge National in Marketing & Enterprise

**Year 10**

	<b>Topic and key aspects of study</b>	<b>Key Words</b>	<b>What to research at home/ recommended websites and reading list</b>
<b><i>Autumn Term 1</i></b>	LO1 Introduction to new qualification, unit, features of unit and assessment. LO1 Differences and uses of secondary research methods used by business. LO2 Costs of producing products/services. LO2 Introduction to the concept of break-even including definition and how to calculate. LO2 How profit is calculated in units and output by business.	Enterprise, Markets & Market research, Analysis Target market Market segmentation	Cambridge National Level 1 / 2 Enterprise and Marketing  <b>Unit R064 -</b> <a href="https://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf">https://www.ocr.org.uk/Images/359157-unit-r064-delivery-guide.pdf</a>  <a href="https://www.bbc.co.uk/news">https://www.bbc.co.uk/news</a> <a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a> <a href="https://www.tutor2u.net/business">https://www.tutor2u.net/business</a> <a href="https://quizlet.com/subject/gcse-business-studies/">https://quizlet.com/subject/gcse-business-studies/</a>
<b><i>Autumn Term 2</i></b>	LO2 How profit is calculated in units and output by business. LO3 Introduction to the concept of the product lifecycle. LO3 Creating product differentiation in business. LO3 Impact of external factors on product development. LO4 How businesses consider how to price a product to attract/retain customers. LO4 Importance of good customer service to attract and retain customers for a business. LO5 Different forms and features of business ownership for business start-ups.	Creativity, Business Planning, Marketing & Branding Concepts	Cambridge National Level 1 / 2 Enterprise and Marketing  <a href="https://www.bbc.co.uk/news">https://www.bbc.co.uk/news</a> <a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a> <a href="https://www.tutor2u.net/business">https://www.tutor2u.net/business</a> <a href="https://quizlet.com/subject/gcse-business-studies/">https://quizlet.com/subject/gcse-business-studies/</a>

<b>Spring Term 1</b>	LO5 Different forms and features of business ownership for business start-ups. LO5 Sources of capital to start up a business. LO5 Business plan details. Review of LO3-LO5. LO6 The purpose of different functional areas needed for a new business. LO6 Focus on human resources function. LO6 Main activities of the marketing function.	Analysis, Communication, revenue, profit	Cambridge National Level 1 / 2 Enterprise and Marketing  <a href="https://www.bbc.co.uk/news">https://www.bbc.co.uk/news</a> <a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a> <a href="https://www.tutor2u.net/business">https://www.tutor2u.net/business</a> <a href="https://quizlet.com/subject/gcse-business-studies/">https://quizlet.com/subject/gcse-business-studies/</a>
<b>Spring Term 2</b>	Revision of Key words in the R064 Enterprise and Marketing conceptions unit. Revision of LO2: Costs, breakeven, profit levels. Revision of LO1, LO3 and LO4. Revision of LO5, LO6. Complete Sample Assessment Material.	Analysis, Creativity, Marketing & Branding.	Cambridge National Level 1 / 2 Enterprise and Marketing  <a href="https://www.bbc.co.uk/news">https://www.bbc.co.uk/news</a> <a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a> <a href="https://www.tutor2u.net/business">https://www.tutor2u.net/business</a> <a href="https://quizlet.com/subject/gcse-business-studies/">https://quizlet.com/subject/gcse-business-studies/</a>
<b>Summer Term 1</b>	Review of Sample Assessment Material. Revision tasks to be devised and learners to have revision whilst learning about new unit. LO1 Introduction to the new unit, features of unit and assessment. LO2 Revision on Market Research. Revision lesson for R064 examination to be taken in June. LO2 Sampling methods used by business. LO3 How and why products are designed in business to meet the demands of business. LO3 Different methods of how to review product ideas in Business.	Analysis, Creativity, Marketing & Branding.	Cambridge National Level 1 / 2 Enterprise and Marketing  <a href="https://www.bbc.co.uk/news">https://www.bbc.co.uk/news</a> <a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a> <a href="https://www.tutor2u.net/business">https://www.tutor2u.net/business</a> <a href="https://quizlet.com/subject/gcse-business-studies/">https://quizlet.com/subject/gcse-business-studies/</a>
<b>Summer Term 2</b>	LO4 Financial terms required to cost a business challenge. LO4 What are pricing strategies and the different types of each method. Implementation of Revision Timetable.	Communication, Business Planning, Enterprise	Cambridge National Level 1 / 2 Enterprise and Marketing

Revision lesson for R064 examination to be taken in June. LO4 How to review the success of a business venture using a variety of different products/services. LO4 Identifying the challenges that businesses face when launching new products.

Introduction to the OCR-set assignment for **Unit R065**. Learners must be aware of the 20 hours given for this task in lesson time.

**Unit R065 -**

<https://www.ocr.org.uk/Images/363926-unit-r065-delivery-guide.pdf>

<https://www.bbc.co.uk/news>

<https://www.bbc.co.uk/bitesize/subjects/zpsvr82>

<https://www.tutor2u.net/business>

<https://quizlet.com/subject/gcse-business-studies/>

Year 11

	Topic and key aspects of study	Key Words	What to research at home/recommended websites and reading list
<b>Autumn Term 1</b>	Completion of R065 OCR-set assignment in lesson time.	Marketing & Branding Concepts, Creativity	Cambridge National Level 1 / 2 Enterprise and Marketing My revision Notes: Cambridge National Level 1 / 2 Enterprise and Marketing  <a href="https://www.bbc.co.uk/news">https://www.bbc.co.uk/news</a> <a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a> <a href="https://www.tutor2u.net/business">https://www.tutor2u.net/business</a> <a href="https://quizlet.com/subject/gcse-business-studies/">https://quizlet.com/subject/gcse-business-studies/</a>
<b>Autumn Term 2</b>	Completion of R065 OCR-set assignment in lesson time. LO1 Introduction to new unit: LO1 The benefits of branding to a business. Brand Identity. LO1 Researching brands relating this to target customers. LO1 Different promotional objectives that businesses need to consider. LO1 Select and justify appropriate promotional methods. LO1 Developing a promotional plan in business. LO2 What is a business pitch and how to plan a pitch to an audience	Marketing & Branding Concepts, Creativity	Cambridge National Level 1 / 2 Enterprise and Marketing My revision Notes: Cambridge National Level 1 / 2 Enterprise and Marketing  <a href="https://www.bbc.co.uk/news">https://www.bbc.co.uk/news</a> <a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a> <a href="https://www.tutor2u.net/business">https://www.tutor2u.net/business</a> <a href="https://quizlet.com/subject/gcse-business-studies/">https://quizlet.com/subject/gcse-business-studies/</a>
<b>Spring Term 1</b>	LO2 Considerations of personal appearance when delivering a pitch. LO2 Anticipating potential questions when delivering a pitch to an audience. LO2 Mini pitches to give constructive feedback to each presenter (peer). LO3 'How Good Are Your Presentation Skills?' LO3 Preparing a script for an assessment.  <b>Unit R066: Market and pitch a business proposal.</b> Be able to plan a pitch for a proposal. Unit R066: Market and pitch a business proposal. Be able to pitch a proposal to an audience.	Communication, Business Planning, Enterprise	Cambridge National Level 1 / 2 Enterprise and Marketing My revision Notes: Cambridge National Level 1 / 2 Enterprise and Marketing  <b>Unit R066 -</b> <a href="https://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf">https://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf</a>  <a href="https://www.bbc.co.uk/news">https://www.bbc.co.uk/news</a> <a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a> <a href="https://www.tutor2u.net/business">https://www.tutor2u.net/business</a> <a href="https://quizlet.com/subject/gcse-business-studies/">https://quizlet.com/subject/gcse-business-studies/</a>

<b>Spring Term 2</b>	<p>LO4 How to be successful when delivering a pitch which can then be used to review a pitch. LO4 Comparing the outcomes of a pitch. LO4 Reviewing a business proposal. Review of LO1, LO2, LO3, LO4 for Unit R066. Introduction to the OCR set assignment for Unit R066. Learners must be aware of the 15 hours given for this task in lesson time. Completion of R066 Market and pitch a business proposal OCR set assignment in lesson time.</p>	<p>Communication, Marketing and Branding, Creativity, Analysis</p>	<p>Cambridge National Level 1 / 2 Enterprise and Marketing My revision Notes: Cambridge National Level 1 / 2 Enterprise and Marketing</p> <p><a href="https://www.bbc.co.uk/news">https://www.bbc.co.uk/news</a> <a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a> <a href="https://www.tutor2u.net/business">https://www.tutor2u.net/business</a> <a href="https://quizlet.com/subject/gcse-business-studies/">https://quizlet.com/subject/gcse-business-studies/</a></p>
<b>Summer Term 1</b>	<p>Completion of R066 Market and pitch a business proposal OCR-set assignment in lesson time. If learners are required to re-submit Unit R066, the forthcoming lessons can be used for that purpose. Implementation of Revision Timetable if learners are completing a resit for Unit R064.</p>	<p>Communication, Marketing and Branding, Creativity, Analysis</p>	<p>Cambridge National Level 1 / 2 Enterprise and Marketing My revision Notes: Cambridge National Level 1 / 2 Enterprise and Marketing</p> <p><a href="https://www.bbc.co.uk/news">https://www.bbc.co.uk/news</a> <a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a> <a href="https://www.tutor2u.net/business">https://www.tutor2u.net/business</a> <a href="https://quizlet.com/subject/gcse-business-studies/">https://quizlet.com/subject/gcse-business-studies/</a></p>
<b>Summer Term 2</b>			