

OCR ENTERPRISE & MARKETING YEAR 10

CURRICULUM INTENT

In the first year of studying OCR Enterprise and Marketing, learners will understand the main activities that will need to happen to support a start-up business, and what the key factors are to consider when starting up a business. This will include the key characteristics of an entrepreneur, why entrepreneurs conduct market research and what makes a product financially viable. Learners will use the content in order to develop the skills to design their own business proposal to meet a specific business challenge. They will accomplish this by identifying a customer profile, gather market research to generate product ideas and apply the financial calculations to propose a suitable pricing strategy for their product. Upon completion of this, learners will then determine and reflect upon the viability of their product proposal.

Learners will also reflect upon their business proposal from the previous term identifying their strengths and weaknesses of their design proposal in order to create a final design. Once this has been completed, students will be able to calculate their forecasted revenue, costs and breakeven as well as profit for their business proposal and consider the risks and challenges when launching a product.

Learners will be marketing and pitching a business proposal. Throughout this part of the course, students will focus on the external factors that affect business activity and develop the brand for a product, make recommendations as to how to promote it, and prepare to show an audience that their product proposal will be successful if introduced to the market.

	PRIOR LEARNING	PSHE, Personal Finance, Sustainability, Enterprise at KS3
	PERSONAL DEVELOPMENT & CURRICULUM LINKS	<ul style="list-style-type: none"> » Aim higher university visit. Role plays for job interviews and PSHE development. Sandwell Education partnership activities. » Careers and work experience. » Travel and tourism. » PRE – discrimination.
	EXTRA-CURRICULAR & CULTURAL CAPITAL	Cadburys World, Manchester United football tour, Aim higher university visit, Sandwell Education Partnership Activities. Land Rover experiences, Coca Cola experience and Amazon experiences.

	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
TOPIC/KNOWLEDGE	<ul style="list-style-type: none"> Characteristics of Entrepreneur Market Research Market Segmentation The benefits of market segmentation Sampling Methods Profit and Loss Break-even 	<ul style="list-style-type: none"> Carrying out market research Reviewing market research Identifying a customer profile Produce designs for a new product 	<ul style="list-style-type: none"> Identifying strengths and weaknesses of a product design Calculate costs, revenue, breakeven and profit Pricing strategies Risks and challenges when launching a product External Factors 	<ul style="list-style-type: none"> Marketing Mix How the elements of the marketing mix work together The Product lifecycle Types of advertising mediums Sales promotion Pricing strategies 	<ul style="list-style-type: none"> Assess the current market for product proposal External factors affecting business Reviewing strengths, weaknesses and unique selling point of product design 	<ul style="list-style-type: none"> Develop a brand product proposal Justify combination of branding methods Create a promotional campaign for business proposal Produce a timeframe for your campaign and justify why it is appropriate
SKILLS	<ul style="list-style-type: none"> How to interpret data 	<ul style="list-style-type: none"> Collecting primary research (questionnaire / conducting a focus group) Presenting findings (bar chart, scatter graph) 	<ul style="list-style-type: none"> Calculation of costs, revenue, break even and profit 	<ul style="list-style-type: none"> How to interpret data 	<ul style="list-style-type: none"> Produce a SWOT analysis (situational analysis tool) 	<ul style="list-style-type: none"> Students complete a Gantt Chart
ASSESSMENT	<ul style="list-style-type: none"> R067 Assessment on content studied 	<ul style="list-style-type: none"> R067 Assessment on content studied 	<ul style="list-style-type: none"> R067 Assessment – interpreting costs, revenue, break-even and profit 	<ul style="list-style-type: none"> R067 Assessment – Pricing Strategies / Advertising medium 	<ul style="list-style-type: none"> R067 Assessment - External Factors 	<ul style="list-style-type: none"> R067 Assessment – Mock Exam
VOCAB	<ul style="list-style-type: none"> Enterprise Entrepreneur Primary Research Secondary Research Market Segmentation Consumer needs Market Share Total Revenue Fixed Costs Variable Costs Profit Loss Break-even 	<ul style="list-style-type: none"> Qualitative Data Quantitative Data Questionnaire Focus Group Observation Design Mix 	<ul style="list-style-type: none"> Customer profile Variable costs, Total costs Break-even Profit per unit Total profit Competitive pricing Price penetration Price skimming Psychological pricing Political factors Economic factors Social factors Legal factors Environmental / ethical factors 	<ul style="list-style-type: none"> Development, Introduction, Growth, Maturity, Decline Branding Leaflets, Newspapers, Magazines, Radio, Billboards, Cinema Discounts Product Placement Celebrity Endorsement E-Commerce 	<ul style="list-style-type: none"> Target Profile SWOT analysis Product proposal Competitor 	<ul style="list-style-type: none"> Brand Brand personality Objectives Key Performance Indicators (KPI) Gantt Chart

READING SKILLS

- Making inferences from business context
- Using quantitative and qualitative data to inform decision making

CAREERS LINKS

Private and public sector job roles, Marketing, Entrepreneur, Data Analytic, Finance and Product Design

SUPPORTING STUDENTS AT HOME

Textbook: ClearRevise OCR Nationals Enterprise and Marketing