

Long Term Plan: Businesses Enterprise & Marketing



New Spec from 2022 [Cambridge Nationals Enterprise and Marketing Level 1/2 – J837 Teaching from 2022](#)

	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Assessment	Topic Test	Topic Test	Topic Test	Topic Test	EOY Test	
Year 10	<p>Task 1: Mkt Research</p> <ul style="list-style-type: none"> -Aims -Sampling methods - Research tools - Questionnaire - Focus Group - Competition Research <p>-Analysis of research</p>	<p>Task 2: Customer profile, segmentation</p> <p>Task 3: Design mix</p> <ul style="list-style-type: none"> -Create a design mix for a new product -Product designs for a new product 	<p>Task 4: Review designs for product proposal</p> <ul style="list-style-type: none"> -Self assessment -Verbal peer & written peer assessment -Strengths & weaknesses <p>Task 4: Review designs for product proposal</p> <ul style="list-style-type: none"> -Final product design -Justify final design 	<p>Task 5: Financial Viability</p> <ul style="list-style-type: none"> -Calculate costs, revenue, breakeven and profit relating to a business proposal -Apply an appropriate pricing strategy <p>Task 6: Risks</p> <ul style="list-style-type: none"> -Identify risks -Impact of risks and how they can be minimised / overcome <p>R068 Deadline</p>	<p>R069</p> <p>Task 1: Brand</p> <ul style="list-style-type: none"> -Research competitor brand -Strengths & weaknesses -Opportunities - Threats 	<p>R069</p> <p>Task 1: Brand</p> <ul style="list-style-type: none"> -Brand personality -Create own brand -Justify brand <p>Y10 Exams Y10 WExp</p>
Assessment	R068 Task 1 12 Marks Task 2 6 Marks	R068 Task 3 9 Marks Task 4: 9 Marks	R068 Task 5: 18 Marks Task 6: 6 Marks		Submit R068 May	
Year 11	<p>Task 2 Promotion</p> <ul style="list-style-type: none"> -Explain objectives or a promotional campaign -Create a plan for a promotional campaign e.g. Gantt chart -How to create promotional materials <p>Task 3: Planning a Pitch</p> <ul style="list-style-type: none"> -Consideration when 	<p>Task 3: Planning a Pitch</p> <ul style="list-style-type: none"> -Practice pitches -Changes to pitch <p>Task 4: Deliver pitch to an audience</p> <ul style="list-style-type: none"> -Deliver pitch (Dec) 	<p>Task 5: Review (Jan)</p> <ul style="list-style-type: none"> -Review brand using a range of sources -Compare the outcomes of the pitch with the initial objectives -Review of personal <p>Exam Content</p> <ul style="list-style-type: none"> -Entrepreneurs, risk & reward 	<p>Exam</p> <ul style="list-style-type: none"> -Advertising -Sales promotion -Pricing factors -PR -Place -The product life cycle -Extension strategies -Franchise -Sources of capital -Support for enterprise 	<p>Exam revision</p> <p>Exam</p> <p>Re-submission R069</p>	

	planning a professional pitch -Script -Presentation -Handout		-Sole trader -Partnership & LLPs -Private Ltd - Market segmentation -Market research			
Assessment	R069 Task 1, 2:	R069 Task 3,4	R069: Task 5 Mock Exam	Mock Exam		

120 GLg and is marked out of total of 190 raw marks

NEA Set Assignment replaced annually

The table below shows the Raw marks and UMS marks for each unit:

Marks	Exam	NEA1	NEA2
Raw marks	70	60	60
UMS	80	60	60

The uniform mark boundaries for each of the assessments are shown below:

Unit GLH	Max Unit Uniform Mark	Unit Grade							
		Distinction* at L2	Distinction at L2	Merit at L2	Pass at L2	Distinction at L1	Merit at L1	Pass at L1	U
36	60	54	48	42	36	30	24	18	0
48	80	72	64	56	48	40	32	24	0

The student's uniform mark for Unit R067 will be combined with the uniform mark for the NEA units to give a total uniform mark for the qualification.

The student's overall grade will be determined by the total uniform mark. The following table shows the minimum total mark for each overall grade.

Max Uniform Mark	Qualification Grade							
	Distinction* at L2	Distinction at L2	Merit at L2	Pass at L2	Distinction at L1	Merit at L1	Pass at L1	U
200	180	160	140	120	100	80	60	0

A marks calculator is available on the qualification page of the [OCR website](#) to help you convert raw marks into uniform marks.

Examined assessment (40% of the course)

Unit R067

48 GLH

Enterprise and marketing concepts

70 Marks

Topics include:

- Risk and reward for enterprise
- Market research
- Financial viability
- Marketing mix
- Starting and running an enterprise

80 UMS

Examination: 1 hour 15 minutes

Non-examined assessment (60% of the course)

Unit R068

36 GLH

Design a business proposal

60 Marks

Topics include:

- Complete and interpret market research findings
- Identify a customer profile
- Develop a product proposal
- Review the financial viability of the product
- Review likely success of the new product

OCR-set assignment

Approx. 10-12 hours

Unit R069

36 GLH

Market and pitch a business proposal

60 Marks

Topics include:

- Develop a brand identity
- Create a promotional campaign
- Complete a practice pitch
- Deliver a professional pitch

OCR-set assignment

Approx. 10-12 hours