

Enterprise and Marketing

Half Term 1

	Year 10	Year 11
Topic	Market Research	Planning & completing a pitch
Assessment	Coursework (R068)	Coursework (R069)

Half Term 2

	Year 10	Year 11
Topic	Product design & Product development	Reflection on pitch/business proposal
Assessment	Coursework (R068)	Coursework (R069)

Half Term 3

	Year 10	Year 11
Topic	Business Finance	Entrepreneurs, Market Research, Business Finance
Assessment	Coursework (R068)	End of topic assessments (R067)

Half Term 4

	Year 10	Year 11
Topic	Factors influencing the success of new products	The marketing mix, Forms of ownership, Sources of capital
Assessment	Coursework (R068)	End of topic assessments (R067) & Mock exam

Half Term 5

	Year 10	Year 11
Topic	Branding & Promotion	Revision on all topics
Assessment	Coursework (R069)	Past papers

Half Term 6

	Year 10	Year 11
Topic	Promotional campaigns	
Assessment	Coursework (R069)	

Exam Specification

[OCR Level 1 /2 Cambridge National in Enterprise & Marketing J837](#)

How I can support my child?

Supporting coursework tasks at home. Testing students using revision guide (provided). Discuss current affairs relating to Business.