



Long Term Plan: Business

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
<p>Year 9 R067 Exam Unit</p>	<p>Factors to consider when starting up and running an enterprise:</p> <ul style="list-style-type: none"> -Sole trader -Partnership & LLPs -Private Ltd -Franchise -Sources of capital -Topic test & -DIT 	<p>Creating a marketing mix to support a product</p> <ul style="list-style-type: none"> -Marketing mix -Advertising -Sales promotion -Pricing factors -Public relations, selling goods & services -Topic test & -DIT 	<p>Creating a marketing mix to support a product</p> <ul style="list-style-type: none"> -Using design mix model -The product life cycle -Extension strategies - Market segmentation & benefits 	<p>Characteristics, risk and reward of enterprise</p> <ul style="list-style-type: none"> -Entrepreneurs -Risk & reward -Enterprise activity <p>Market research to target a specific customer.</p> <ul style="list-style-type: none"> -Purpose of market research -Primary research methods 	<p>Market research to target a specific customer.</p> <ul style="list-style-type: none"> -Secondary research methods -Market research extended writing piece -Revise -EoY Test & DIT 	<p>Start R068 CW unit Released 1st June</p> <p>Design a business proposal - Task 1</p> <ul style="list-style-type: none"> -Questionnaire -Data capture table -Results analysis of questionnaire
Assessment	Topic Test 5	Topic Test 4	Knowledge Quiz Topics 4 & 5	Knowledge Quiz Topics 1,4 & 5	EoY Test: 1,2,4 & 5	Task 1a 6 Marks
<p>Year 10 R068 / 69 CW Units</p>	<p>Task 1: Mkt Research</p> <ul style="list-style-type: none"> -Sampling methods -Focus Group -Review results of market research <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 -Final product design financial viability 	<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 Overview Final Improvements</p>	<p>Submit R068 May</p> <p>R069 Theory</p> <ul style="list-style-type: none"> -What is brand -Why branding is used -Branding methods -Promotion methods 	<p>Start R069 CW Unit</p> <p>Task 1: Branding</p> <ul style="list-style-type: none"> -Competitor analysis -Opportunities & threats in the external environment

Assessment	R068 Customer profile mkg criteria (6 marks)	R068 Product proposal mkg criteria (18 marks)	R068 Financial viability mkg criteria (18 marks)	R068 Risks & review of proposal mkg criteria (6 marks)	R069 Brand identity mkg criteria (12 marks)	R069 Task 1: 12 Marks
Year 11 R067 Exam Unit & R069 CW Unit	Task 2 Promotion -Explain objectives or a promotional campaign -Create a plan for a promotional campaign e.g. Gantt chart -How to create promotional materials Task 3: Planning a Pitch -Consideration when planning a professional pitch Use a development of personal & presentation skills Intervention Time	Task 4: Deliver pitch to an audience -Benefits of using a practice pitch -Deliver pitch -Review brand using a range of sources -Compare the outcomes of the pitch with the initial objectives -Review of personal presentation skills CW Deadline Pitch Dates	Submit R069 Jan <u>Exam Unit:</u> Topic 1 Topic 2 Topic 3	<u>Exam Unit:</u> Topic 4 Topic 5 Topic 6	<u>Exam Unit:</u> <u>Revision</u> Exam submission R069	
Assessment	Task 2: 6 Marks Task 3: 12 Marks	Task 4: 9 Marks Task 5: 12 Marks	Mock Exam	Mock Exam		
Year 11 R066 CW Unit Legacy	Complete R065 Legacy L04b Risks and challenges when launching a new product Identify risks Impact of risks and howt they can be minimised / overcome	Start R069 CW Unit Task 1a What is brand Why branding is used Branding methods Create own brand Task 1 b Promotion methods Own promotion Submit R065 Jan	Task 2 Planning a pitch Create pitch material Task 3 Peer review Deliver review for other practice pitches	Task 4 Deliver pitch to an audience Pitch Dates Task 5 Review brand using a range of sources Review of personal presentation skills	Improvements to R066 Resubmission for R065 Submit R066	
Assessment	R065 L04	R066 L01	R066 L02, L03	R066 L03, L04		

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