

# Carmel College Curriculum Implementation – KS 4 Long term plan

## Subject: OCR Cambridge National in Enterprise and Marketing

	Year 10	Year 11
Autumn half term 1 Sequential knowledge and skills	Unit R067: Enterprise and Marketing Concepts Topic Area 1: Characteristics, risk and reward for enterprise. Topic Area 2: Market research to target a specific customer. Topic Area 3: What makes a product financially viable.	R069 Topic Area 2: Create a promotional campaign for a brand and product. Topic Area 3: Plan and pitch a proposal
Assessment Content and methods used to judge learning	Questions based on work completed in class.	OCR –Set Assignment
Autumn half term 2 Sequential knowledge and skills	R068 Design a business proposal Topic area 1: Market research Topic area 2: How to identify a customer profile. Topic area 3: Develop a product proposal.	Topic Area4: Review a brand proposal, promotional campaign and professional pitch.
Assessment Content and methods used to judge learning	OCR- Set Assignment	OCR-Set assignment
Spring half term 3 Sequential knowledge and skills	Topic Area 4: Review whether a business proposal is financially viable. Topic 5: Review the likely success of the business proposal	R069 Whole assignment to be completed and assessed internally
Assessment Content and methods used to judge learning	OCR Set Assignment	OCR-Set assignment
Spring half term 4 Sequential knowledge and skills	R067 Topic Area 4: Creating a marketing mix to support a product.	R067 Topic Areas Recap Topic Area 3: What makes a product financially viable. Topic Area 4: Creating a marketing mix to support a product.
Assessment Content and methods used to judge learning	Questions based on work completed in class.	Assessment includes Part A – includes 10 multiple choice questions Part B – short/medium answer questions and one extended response question marked by level of response. The extended response will relate to Topic 4.
Summer half term 5 Sequential knowledge and skills	R067 Topic Area 5: Factors to consider when starting up and running an enterprise.	Revision
Assessment Content and methods used to judge learning	Assessment includes Part A – includes 10 multiple choice questions	Final External assessment 1 hour 15-minute written examination. Externally Assessed.

	Part B – short/medium answer questions and one extended response question marked by level of response. The extended response will relate to Topic 4. (Mock Exam)	
Summer half term 6 Sequential knowledge and skills	R069 Market and Pitch a business proposal Topic 1: Develop a brand identity to target a specific customer profile.	N/A
Assessment Content and methods used to judge learning Assessment	OCR –set assignment	N/A