

## BTAAH – OCR LEVEL 1/2 IN ENTERPRISE AND MARKETING 2023-24 – Overview

The Enterprise course **J837** comprises of 3 units **R067 - Enterprise and marketing concepts** (theoretical examination) - **R068 & R069 both coursework elements**

	<u>AUT 1</u>	<u>AUT 2</u>	<u>SPR 1</u>	<u>SPR2</u>	<u>SUM 1</u>	<u>SUM 2</u>
Yr.10	<p><b>R067 (TA2):</b> Market research; data; market segmentation*</p> <p><b>R068 (TA1):</b> Market research; sampling methods; Using research tools; Review market research</p> <p><u>R067 TA2 theory</u></p> <p><u>R068 Coursework assessment to start</u></p>	<p><b>R068 (TA2):</b> Identify customer profile</p> <p><b>R068 (TA3):</b> Create a design mix; Review and finalise design</p> <p><u>R067 TA2 theory assessment</u></p> <p><u>R068 Coursework assessment continued</u></p>	<p><b>R067 (TA3):</b> Cost, revenue, profit and loss; break-even; cash*</p> <p><b>R068 (TA4):</b> Financial viability</p> <p><u>R067 TA3 theory assessment</u></p> <p><u>R068 Coursework assessment continued</u></p>	<p><b>R068(TA5):</b> risks and challenges</p> <p><b>R068:</b> Non-External Assessment (NEA) (working on)</p> <p><u>R067 TA2 &amp; TA3 theory assessment</u></p> <p><u>R068 Coursework assessment continued</u></p>	<p><b>R067 (TA4):</b> Marketing mix; advertising medium; promotion*</p> <p><b>R069 (TA1):</b> Branding; opportunities and threats</p> <p><b>R068:</b> NEA Coursework Assessment (submit for moderation) *</p>	<p><b>R067 (TA4):</b> PR; selling; product lifecycle; pricing strategies*</p> <p><i>R069 (TA2):</i> Promotional plan and materials</p> <p><u>R067 TA2 TA3 &amp; TA4 theory assessment</u></p> <p><u>R068 Coursework assessment to start</u></p>

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The Enterprise course **J837** comprises of 3 units **R067 - Enterprise and marketing concepts** (theoretical examination) - **R068 & R069 both coursework elements**

<b>Yr.11</b>	<p><b>R067 (TA2) <u>RECAP</u>:</b> Market research; data; market segmentation*</p> <p><b>R068 (TA1):</b> Market research; sampling methods; Using research tools; Review market research</p> <p><b>R068 (TA2):</b> Identify customer profile</p> <p><b>R068 (TA3):</b> Create a design mix; Review and finalise design</p> <p><b>R067 TA2 theory <u>assessment</u></b></p> <p><b>R068 TA2 theory and (Coursework continued)</b></p> <p><b><u>Level 2 Employability Skills Gateway Alternative course booklet</u></b></p>	<p><b>R067 (TA3):</b> Cost, revenue, profit and loss; break-even; cash*(<b>Theory and coursework</b>)</p> <p><b>R068 (TA4):</b> Financial viability (<b>Course Work</b>)</p> <p><b>R068(TA5):</b> risks and challenges</p> <p><b>R068:</b> Non-External Assessment (<b>R068Course Work completion and submission</b>)</p> <p><b><u>R067 – Pre-Public Examinations (mock exam)</u></b></p> <p><b>R069 (TA1):</b> Branding; opportunities and threats</p> <p><b>R069 (TA2):</b> Promotional plan and materials</p> <p><b><u>Level 2 Employability Skills Gateway Alternative course booklet</u></b></p>	<p><b>R069 (TA3):</b> Planning a pitch and presentation skills</p> <p><b>R069 (TA3):</b> Practice pitch; feedback; professional pitch</p> <p><b>R069 (TA4):</b> Review brand, pitch and skills</p> <p><b>R067 (TA1):</b> Entrepreneurial characteristics; risk and reward</p> <p><b>R069:</b> NEA Assessment (<b>working on coursework</b>)</p> <p><b><u>Level 2 Employability Skills Gateway Alternative course booklet</u></b></p>	<p><b>R067 (TA5): (Recap) Ownership;</b> capital; support</p> <p><b>R067 (TA3): (Recap)</b> Cost, revenue, profit and loss; break-even; cash</p> <p><b>R067 (TA2): (Recap)</b> Market research; data; market segmentation</p> <p><b>R067 (TA4): (Recap)</b> Marketing mix; advertising medium; promotion; PR; selling; product lifecycle; pricing strategies</p> <p><b>R069:</b> NEA Assessment (<b>Coursework</b>)</p> <p><b><u>Level 2 Employability Skills Gateway Alternative course booklet</u></b></p>	<p><b><u>R067 TA1- TA6 Enterprise and Marketing concepts - theory revision and assessment through Exam Questions</u></b></p> <p><b>R069 pitch to be presented</b></p> <p><b><u>R068 and R069 COURSEWORK SUBMISSION DEADLINE – MAY 15<sup>TH</sup> 2024</u></b></p> <p><b><u>Level 2 Employability Skills Gateway Alternative course booklet</u></b></p>	
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