

## BTAAH – OCR LEVEL 1/2 IN ENTERPRISE AND MARKETING 2024-25 – 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><u>Careers – Data analyst</u>  <u>PSHE -Awareness of the wider communities</u>  <u>Sustainability – digital market research</u>  <u>EDI – non-bias and tolerance development when carrying out market research</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><u>Careers – Graphics designer</u>  <u>PSHE- working with others to problem solve, instead of always solving them by yourself – (team work skills)</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><u>Careers – Business accountant</u>  <u>PSHE – economic wellbeing and literacy/budgeting</u>  <u>Sustainability - Producing goods in an environmentally friendly way,</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><u>Careers-Bank manager</u>  <u>PSHE – the impact of business ownership on health and well-being</u>  <u>Sustainability – understanding</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><u>Careers- content creator or digital marketing manager</u>  <u>PSHE- raising awareness around green issues, local</u></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> <p><u>Careers - project manager</u>  <u>PSHE – young people who become informed consumers and customers are acquired when developing skills of enquiry,</u></p>

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		<p><u>Sustainability</u> – environmental impact of different raw materials  <u>EDI</u> - produce designs that can represent diverse identities, but not in a way that enforces stereotypes. This includes people of different races, gender identities, abilities and body types.</p>	<p>however at a cost in the first instance  <u>EDI</u> (Equality, diversity and inclusion) <b>diversity enables a business to change and evolve through difference creating more productivity for the business</b></p>	<p><b>product demand in business and the impact on the environment</b>  <u>EDI</u> (Equality, diversity and inclusion) <b>Knowledge employment law in terms of discrimination, disability, LGBTQ rights</b></p>	<p>clean-up projects in communities- building the right reputation for the business in its community  <u>Sustainability</u>- e.g., reusable packaging, recycling or up-cycling  <u>EDI</u>- (Equality, diversity and inclusion) <b>marketing that celebrates and promotes the rich diversity of the world we live in reflecting differences in society by representing people of all backgrounds and walks of life through marketing and advertising.</b></p>	<p>communication, participation and responsible action when interacting with any business  <u>Sustainability</u>- product life cycle extensions strategies/throw away fashion production in developing countries  <u>EDI</u>- (Equality, diversity and inclusion) <b>raising awareness of the importance of British values in business in terms of equality, diversity and inclusion</b></p>
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<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 assessment</b></p> <p><b>R068 TA2 theory and (Coursework continued)</b></p> <p><b>Level 2 Employability Skills Gateway Alternative course booklet</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 <b>R068:</b> Non-External Assessment <b>(R068 Course Work completion and submission)</b></p> <p><b>R067 – Pre-Public Examinations (mock exam)</b></p> <p><b>R069 (TA1):</b> Branding; opportunities and threats</p> <p><b>R069 (TA2):</b> Promotional plan and materials</p> <p><b>Level 2 Employability Skills Gateway Alternative course booklet</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>Level 2 Employability Skills Gateway Alternative course booklet</b></p>	<p><b>R067 (TA5): (Recap) Ownership;</b> capital; support <b>R067 (TA3): (Recap)</b> Cost, revenue, profit and loss; break-even; cash <b>R067 (TA2): (Recap)</b> Market research; data; market segmentation <b>R067 (TA4): (Recap)</b> Marketing mix; advertising medium; promotion; PR; selling; product lifecycle; pricing strategies</p> <p><b>R069: NEA Assessment (Coursework)</b></p> <p><b>Level 2 Employability Skills Gateway Alternative course booklet</b></p>	<p><b>R067 TA1- TA6 Enterprise and Marketing concepts - theory revision</b> and assessment through <b>Exam Questions</b></p> <p><b>R069 pitch to be presented</b></p> <p><b>R068 and R069 COURSEWORK SUBMISSION DEADLINE – MAY 15<sup>TH</sup> 2024</b></p> <p><b>Level 2 Employability Skills Gateway Alternative course booklet</b></p>	
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			<p>- <u>EDI</u> (Equality, diversity and inclusion) <b>develop an awareness of the impact that diversity has on entrepreneurial opportunities.</b></p>			
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