



**Business OCR ENTERPRISE AND MARKETING Curriculum Intent: Start to End Point Mapping – Curriculum Sequence Grids**



Year 11	Term 1	Term 2	Term 3
Unit(s) – As outlined in 39 week plans	<p>L03 Produce product designs for a business challenge</p> <p>L04 R065: Be able to review whether a business proposal is viable</p> <p>L01 R066: Be able to develop a brand identity and promotional plan to target a customer profile</p>	<p>L01 R066: Be able to develop a brand identity and promotional plan to target a customer profile</p> <p>L02 R066 Plan a pitch</p> <p>L03: Be able to pitch a proposal to an audience.</p> <p>L04: Be able to review the strengths and weaknesses of a proposal and pitch</p> <p>=</p>	<p>Revision of all R064 materials L01-6, focus in class L05-6.</p> <p>L01 R064 Understand how to target a market.</p> <p>L02 R064: Understand what makes a product or service financially viable</p>
Key Retainable Knowledge & Skills	<p><b>R065;</b> <b>L03 Produce product designs for a business challenge</b></p> <ul style="list-style-type: none"> <li>Why draft product designs are produced • How to produce designs for a business challenge to meet the market need, i.e.</li> <li>Relating designs to market research findings - Relating designs to the business challenge brief - Identifying and using creative techniques (e.g. mind map, mood board, SCAMPER model, deliberate creativity)</li> </ul> <p><b>3.2 Review product designs</b></p> <ul style="list-style-type: none"> <li>How to review designs for a business challenge</li> </ul> <p><b>R065;</b> <b>L04 R065: Be able to review whether a business proposal is viable</b></p> <p><b>4.1 Calculate the costs involved in a business challenge,</b></p> <ul style="list-style-type: none"> <li>The realistic costs relating to a business challenge, i.e.</li> <li>Cost per unit to make - Proposed selling price per unit - Profit per unit - Total costs - Total profit</li> </ul> <p><b>4.2 Apply an appropriate pricing strategy,</b></p> <ul style="list-style-type: none"> <li>Types of different pricing strategies, i.e.</li> <li>Competitive pricing - Psychological pricing - Price skimming - Price penetration</li> </ul> <p><b>4.3 Review the likely success of a business challenge.</b></p> <ul style="list-style-type: none"> <li>Pricing decision • Predicted number of sales • Predicted sales revenue • Predicted profit i.e. total revenue – total costs • Use break-even analysis in a business challenge, i.e.</li> <li>Break-even point, i.e. the level of sales/output where total costs are exactly the same as total revenue - Ways of calculating the break-even point (e.g. formula calculation and/or break-even graph) - Break-even analysis</li> </ul> <p><b>4.4 Identify the challenges when launching a new product,</b></p> <ul style="list-style-type: none"> <li>Risks (e.g. losing money, overspending a budget, loss of investment) • Importance of customer demand for the product • Importance of copyright and patenting</li> </ul> <p><b>R066;</b> <b>1.1 Build a brand identity</b></p> <ul style="list-style-type: none"> <li>What is a brand? i.e. - Strategy (e.g. purpose, plans) - Brand personality (e.g. excitement, sophistication, reliability) - An identity (e.g. a visual look, colours, design, typeface, logo placement) - An image (e.g. customers' perceptions, low cost, quality, lifestyle)</li> <li>Why branding is used i.e. - Trust - Recognition - Image - Quality - Differentiation - Adding value - Build customer loyalty</li> <li>Branding methods and techniques, i.e. - A Logo (e.g. a graphical symbol, colour, name) - Sounds/jingles - Straplines/catchphrases/slogans - Celebrity endorsements - Characters (e.g. animated character, animal)</li> </ul> <p><b>1.2 Plan brand ideas for a business challenge.</b></p> <ul style="list-style-type: none"> <li>Assess the appeal to the customer profile</li> <li>Research other brands, i.e. - Strengths - Weaknesses - USPs</li> <li>Formulate brand designs for a proposal, i.e. - Relate to research findings for other brands - Assess the likelihood of success or failure of different options (e.g. appeal to customer profile, design elements)</li> </ul> <p><b>1.3 Promote a product</b></p>	<p><b>2.1 Plan a pitch,</b></p> <ul style="list-style-type: none"> <li>Consider audience (e.g. needs/interests, accessibility of content, convincing them of the likely success)</li> <li>Establish objectives of pitch (e.g. to inform, to persuade, keep to timeframes, communicate effectively)</li> <li>Consider venue AG1, i.e. - Convenience (e.g. accessible location) - Appropriate size - Room layout, props - Equipment required</li> <li>Identify appropriate media to deliver a pitch (e.g. PowerPoint, handouts, verbal prompts)</li> <li>Structure of pitch, i.e. - Introduction - Content presented in logical order - Conclusion (e.g. memorable closure) - Use and value of visual aids (e.g. use of graphics, multimedia resources)</li> <li>Consider personal appearance</li> <li>Anticipate potential questions and plan response</li> </ul> <p>All assessment objective recapped for 64 in prep for resit in Jan, this will be completed out of lesson time as catch-up.</p> <p><b>R066;</b> <b>3.1 Use and develop personal and presentation skills to deliver a professional pitch,</b></p> <ul style="list-style-type: none"> <li>Personal presentation to demonstrate the intended image • Professionalism • Verbal (e.g. clarity, tone of voice, voice projection, formal/informal language, persuasiveness) • Non-verbal (e.g. body language, posture, eye contact, confidence, visual aids, gestures) • Use of notes/cues • Use of appropriate visual aids/media • Self-confidence, enthusiasm, self-belief • Target the needs and desires of audience • Time management • Rehearse in advance of a pitch • Deliver a practice pitch • Answer questions from the audience.</li> <li><b>3.2 Support peers,</b> • Give and respond to constructive peer feedback (e.g. feedback sandwich, phrasing feedback constructively, sharing opinions, encouragement) • Establish ideas for further refinement</li> <li><b>3.3 Review a practice pitch in order to plan for a professional pitch to an external audience</b></li> <li><b>3.4 Deliver a professional pitch to an external audience</b></li> </ul> <p><b>4.1 Review a professional pitch to an external audience</b></p> <ul style="list-style-type: none"> <li>Review pitch, using a range of sources of evidence, i.e. - Self-assessment - Feedback from others - Lessons learnt from the practice pitch - Lessons learnt from the professional pitch</li> <li>Compare the outcomes of the pitch with objectives, i.e. - What went well - What could have been improved - Format of presentation - Visual aids selected - Timing of presentation - Anticipation and preparation of responses to potential questions</li> <li>Personal presentation skills, i.e. - Communication skills (e.g. verbal and non-verbal skills) - Professionalism - Ability to answer questions from the audience</li> <li>Future developments/recommendations for further refinement</li> </ul> <p><b>2.2 Review a business proposal</b></p> <ul style="list-style-type: none"> <li>The product proposal • The pricing strategy • The brand • The promotional plan • Its relevance and appeal to the identified customer profile.</li> <li>Review proposal, using a range of sources of evidence, i.e. - Self-assessment - Feedback from others (e.g. target customers, pitching panel, peers, commercial contacts) - Lessons learnt from practice and professional pitch</li> <li>Future developments/recommendations for further refinement of a business proposal</li> </ul>	<p><b>R065 improvements</b></p>
Key Technical Vocabulary			



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<ul style="list-style-type: none"> <li>Promotional objectives, i.e. - to raise awareness of a product or service - to remind - to differentiate - to persuade or inform - to create market presence - to boost market share</li> <li>Methods of promotion, i.e. - Digital promotion, i.e. Web page Social media (e.g. Twitter, Facebook, Instagram, Google+, Pinterest, LinkedIn, YouTube) SMS texts Podcasts Blogs/vlogs Online advertisements (e.g. banners, pop-ups)</li> <li>Offline/traditional promotion, i.e. Flyers Advertisements (e.g. television, newspapers, magazines/journals, cinema, DVD, billboards, direct mail, bus and taxi sides, radio) Events (e.g. brand launch, attendance at trade fairs/festivals/shows, customer VIP events) Sponsorship (e.g. sport/music events, TV shows)</li> <li>Select and justify appropriate promotional methods, i.e. - Key factors that influence the selection of methods - Appeal to customer profile - How different methods complement each other.</li> </ul>			
<ul style="list-style-type: none"> <li>Sole trader Partnership, including limited liability partnerships Franchise</li> <li>Liability, limited or unlimited</li> <li>capital for business start-ups, cash flow</li> <li>loans crowdfunding small business grants</li> <li>business angels</li> <li>Business objectives - business strategies - sales plan - marketing plan - financial forecasts</li> <li>loans crowdfunding small business grants</li> <li>business angels</li> <li>Business objectives - business strategies - sales plan - marketing plan - financial forecasts</li> <li>Human Resources, Operations, Finance.</li> <li>product design</li> <li>Mind map, mood board, SCAMPER model</li> <li>Feedback</li> <li>Income levels of target customers Price of competitor products Cost of production</li> </ul>	<ul style="list-style-type: none"> <li>Digital promotion</li> <li>Offline/traditional promotion</li> <li>Needs/interests, accessibility.</li> <li>Inform, persuade, keep to timeframes, communicate</li> <li>visual aids</li> <li>personal appearance</li> <li>questions and planned responses</li> <li>Brand - Brand personality (e.g. excitement, sophistication, reliability)</li> <li>Trust - Recognition - Image - Quality - Differentiation - Adding value - Build customer loyalty</li> <li>USPs</li> <li>Competitions Buy one get one free (BOGOF)</li> <li>Point of sale advertising Free gifts/product trials Loyalty schemes Competitive pricing</li> <li>Psychological pricing Price skimming Price penetration</li> <li>Discounts</li> </ul>	<ul style="list-style-type: none"> <li>The product lifecycle, Development Introduction Growth Maturity Decline</li> <li>Advertising Price changes Adding value</li> <li>Exploration of new packaging</li> <li>Differentiation, brand Design mix model</li> <li>unique selling point (USP) Location Features Functions Design Appearance - consumer preferences Economic issues (recession, boom and their effects) Legal issues (copyright and patent, product safety standards)</li> <li>Product design</li> <li>Mind map, mood board, SCAMPER model</li> <li>Feedback</li> <li>Income levels of target customers Price of competitor products Cost of production</li> <li>Discounts</li> </ul>	<ul style="list-style-type: none"> <li>Review</li> <li>Self-assessment – Feedback</li> <li>Objectives</li> <li>Verbal and non-verbal skills) – Professionalism clarity, tone of voice, voice projection, formal/informal language, persuasiveness</li> <li>Time management Rehearse</li> <li>constructive peer Competitive pricing</li> <li>Psychological pricing Price skimming Price penetration</li> <li>Discounts Competitions Buy one get one free (BOGOF) Point of sale advertising Free gifts/product trials Loyalty schemes</li> <li>feedback</li> </ul>
<p><b>Expected standard</b></p> <p>Students can name all the ownership styles and understand limited and unlimited liability. Students can name at least 3 start-up capital. Students can name at least 2 reasons a business plan is important. Students can name all the functional areas and at least 2 activities within each area. Students can use their knowledge to gain at least 60% on past exam questions. Mostly applying exam techniques.</p> <p>Students are able use their knowledge on creating a successful pitch to plan the pitch for their product.</p>	<p><b>Expected standard</b></p> <p>Students are able to create, practice and perform a pitch for the branding of their pitch.</p> <p>Students can recall the different stages of The business life cycle. Business can name 2 extension strategies, students can explain at least 1 from each of the 4 external factors. Students can name several product differentiation strategies. Students can use their knowledge to gain at least 60% on past exam questions. Mostly applying exam techniques.</p>	<p><b>Expected standard</b></p> <p>Student can recall all the segments and confidently explain and give examples of at least 4 segments. Students clearly understand the difference between primary and secondary research and can explain confidently characteristics at least 4 different research methods. Students can use their knowledge to gain at least 60% on past exam questions. Mostly applying exam techniques.</p>	
<p><b>Greater depth</b></p> <p>Students can explain all the different stages of The business life cycle. Business can name all extension strategies, students can explain all of the 4 external factors, giving several examples for each. Students can name and explain all product differentiation strategies. Students can name all the ownership styles explain their characteristics and understand limited and unlimited liability. Students can name at all start-up capital. Students can name and expand on reasons a business plan is important. Students can name all the functional areas and at least 4 activities within each</p>	<p><b>Greater depth</b></p> <p>Students are able to create, practice and perform an outstanding pitch fluently for the branding of their pitch.</p> <p>Students can recall the different stages of The business life cycle. Business can name all extension strategies, students can explain all of the 4 external factors, giving many examples of the impact of each. Students can name all product differentiation strategies. Students can use their knowledge to gain at least 80% on past exam questions. Applying exam techniques consistently.</p>	<p><b>Greater depth</b></p> <p>Student can recall all the segments and confidently explain and give examples of all 6 segments. Students clearly understand the difference between primary and secondary research, and can explain confidently characteristics all the different market research methods giving advantages and disadvantages of each. Students can use their knowledge to gain at least 80% on past exam questions. Applying exam techniques consistently.</p>	



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	<p>area. Students can use their knowledge to gain at least 80% on past exam questions. Applying exam techniques consistently.</p> <p>Students are able use their knowledge on creating a successful pitch to plan in detail the pitch for their product</p>		
<b>Opportunities for Reading</b>	Given in independent reading guide Newspaper articles (BBC app)	Given in independent reading guide Newspaper articles (BBC app)	Given in independent reading guide Newspaper articles (BBC app)
<b>Developing Cultural Capital</b>	Discussions, case studies used. Linking theory to business world and news stories	Discussions, case studies used. Linking theory to business world and news stories	Discussions, case studies used. Linking theory to business world and news stories
<b>Cross Curricular Links (Authentic Connections)</b>	Mathematics, literacy, Economics	Mathematics, literacy.	Mathematics, literacy. Ro64 resit
<b>Key Assessment</b>	All assessment objective recapped for 65 in prep for resit.	Trial 1 and 2 – CW based.	STAR- CW based..