

Year 10 OCR Cambridge Nationals Enterprise and Marketing Curriculum End Points and key vocabulary

Year 10 – R068 & R069

	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Unit of Work	R068 – Design & product proposal Market research & customer profile	R068 – Design & product proposal Design & product proposal	R068 – Design & product proposal Financial viability	R068 – Design & product proposal Review success factors	R068 Design & product proposal Coursework completion	R069 – Develop brand identity Target a specific customer profile
Ethos Links	STEM – Research & analysis	MK - Creativity & Innovation	STEM - Numeracy in finance	Character - Enterprise & Resilience	Character - Perseverance & Reflection	MK -Creativity & Enterprise
Knowledge	Market research & customer profile - Purpose of market research; primary & secondary methods; reliability; defining customer profiles	Features of product proposals; design factors; ensuring customer needs are met	Financial planning for ideas; calculating revenue, costs, profit, break-even; judging viability	Internal & external factors affecting success; role of evaluation in planning	Finalisation of R068 coursework; review and submission	Develop a brand identity; Brand identity elements; logos, slogans, consistent brand message; relevance to target audience
Key Vocabulary	Market research, primary research, secondary research, customer profile, segmentation, demographics, reliability, sampling, questionnaire	Product design, USP, feasibility, prototype, features, innovation, market gap, consumer needs, differentiation	Revenue, fixed costs, variable costs, total costs, profit, break-even, margin of safety, viability, forecast, cash flow	Competition, risk, success criteria, evaluation, external factors, resilience, SWOT analysis	Coursework, review, assessment, evaluation, submission, iteration	Brand, logo, slogan, identity, image, target market, brand recognition, positioning, marketing mix

Year 11 OCR Cambridge Nationals Enterprise and Marketing Curriculum End Points and key vocabulary

Year 11 – R069 & R067

	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Unit of Work	R069 – Promotional campaign & pitch planning Create a promotional campaign	R069 – Review of pitch & proposal Plan, Pitch and Review	R067 – Characteristics, risk, market research, finance Exam concepts	R067 – Marketing mix & start-up considerations Exam concepts	R067 – Exam revision Exam concepts	R067 – Exam completion Exam concepts
Ethos Links	Character - Communication & Confidence	Character - Reflection & Resilience	STEM - Enterprise & Numeracy	MK - Enterprise in Action	Character - Resilience & Aspiration	Character - Aspiration & Progression
Knowledge	Promotion methods (digital & traditional); planning campaigns; skills in planning a professional pitch	Strengths & weaknesses of pitch; reviewing campaigns; evaluating brand identity & message	Entrepreneurial traits; risks & rewards; market research methods; break-even, financial forecasts; viability	Marketing mix (4Ps) and their importance; factors in start-ups & operational decisions	Revision across R067; case study practice; structured responses (analyse, justify, evaluate)	Final exam; synoptic assessment across course content; exam skills application
Key Vocabulary	Promotion, campaign, pitch, audience, presentation, persuasive communication, digital marketing, traditional advertising, branding	Feedback, evaluation, review, strengths, weaknesses, improvements, brand consistency, campaign analysis, reflection	Entrepreneur, enterprise, risk, reward, primary research, secondary research, break-even, viability, forecast, financial ratios, investment appraisal	Product, price, place, promotion, start-up, operations, marketing mix, competitiveness, differentiation, customer service	Revision, analysis, evaluation, exam technique, synoptic, past paper practice, time management, case study	Exam, assessment, structured response, knowledge recall, application, analysis, evaluation, judgement