



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

Year 10 – R068 & R069

	<b>Autumn Term 1</b>	<b>Autumn Term 2</b>	<b>Spring Term 1</b>	<b>Spring Term 2</b>	<b>Summer Term 1</b>	<b>Summer Term 2</b>
<b>Unit of Work</b>	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
<b>Ethos Links</b>	<b>STEM</b> – Research & analysis	<b>MK</b> – Creativity & Innovation	<b>STEM</b> - Numeracy in finance	<b>Character</b> - Enterprise & Resilience	<b>Character</b> - Perseverance & Reflection	<b>MK</b> - Creativity & Enterprise
<b>Knowledge</b>	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
<b>Key Vocabulary</b>	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
<b>Unit of Work</b>	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
<b>Ethos Links</b>	<b>Character -</b> Communication & Confidence	<b>Character -</b> Reflection & Resilience	<b>STEM -</b> Enterprise & Numeracy	<b>MK -</b> Enterprise in Action	<b>Character -</b> Resilience & Aspiration	<b>Character -</b> Aspiration & Progression
<b>Knowledge</b>	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
<b>Key Vocabulary</b>	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