Year 10 OCR Enterprise and Marketing Curriculum End Points and Key Vocabulary

	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