Year 11 OCR Cambridge Nationals Enterprise and Marketing Curriculum Overview

	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