

Subject	Year	Term												
Enterprise and Marketing	11	2												
Topic														
Market and Pitch a Business Proposal														
Content (Intent)														
Prior Learning (Topic) Developing a brand identity														
In this section, students are required to study how to market and pitch a business proposal.														
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Future Learning (Topic) Evaluate how to improve a business pitch														
What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)													
<p>Students to continue with marketing their business proposal through a professional pitch.</p> <p>Students will learn what is a business pitch and how to plan a pitch and the importance of acting on feedback to improve their business pitch.</p> <p>Students will also continue with exam preparation for May 2026 covering sources of finance, ownership types and support for enterprise</p>	<p>Assignment: They will complete Task 3 (pitching a business proposal) of their assessed assignment</p> <p>Summative assessment 1: On content covered</p> <p>Summative assessment 2: Mock exam paper</p>													
<p>Skills:</p> <p>Students will prepare a script and plan to pitch their product, to an adult audience, inclusive of a 10-minute assessed pitch</p> <p>They will gain crucial skills of professionally pitching, which will help them prepare for both employment situations, like interviews and starting up a business in the future</p>	<p>Assignment: They will complete past examination questions/ past papers in preparation for the January exam</p> <p>Homework, prepare for content of the January exam series. Preparation tasks for your assignment</p>													
How can parents help at home?														
Support with homework and revision for mock exams. Discuss current affair issues by watching/reading the Business news. Download the BBC or use Flipboard app and set to business notifications to receive the most update articles. Buy revision guide and work to compliment class notes and homework. See reading list below.														
Helpful further reading/discussion (including Reading and Vocabulary Lists)														
<p>Reading</p> <p>OCR Cambridge National Level 1/2 Enterprise and Marketing – 9781398351219</p>	<p>Vocabulary Lists</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Target market</td> <td style="width: 50%;">Sales Promotion</td> </tr> <tr> <td>Customer profiling</td> <td>Business pitch</td> </tr> <tr> <td>Digital promotion</td> <td>Peer assessment</td> </tr> <tr> <td>Professional Pitch</td> <td>Presentation objectives</td> </tr> <tr> <td>Industry standards</td> <td>Appeal</td> </tr> <tr> <td>Self-assessment</td> <td>Future development</td> </tr> </table>		Target market	Sales Promotion	Customer profiling	Business pitch	Digital promotion	Peer assessment	Professional Pitch	Presentation objectives	Industry standards	Appeal	Self-assessment	Future development
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