

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.		
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)	
Students to continue with marketing their business proposal through a professional pitch.	Assignment: Students will complete Task 3 (pitching a business proposal) of their assessed assignment	
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.		
Students will also continue with exam preparation for May 2026 covering sources of finance, ownership types and support for enterprise		
Skills:	Assignment: Students will complete past examination questions/ past papers in preparation for the January exam	
Students will prepare a script and plan to pitch their product, to an adult audience, inclusive of a 10-minute assessed pitch		
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	Homework, prepare for content of the January exam series. Preparation tasks for your assignment	
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)		
Reading	Vocabulary Lists	
OCR Cambridge National Level 1/2 Enterprise and Marketing – 9781398351219	Target market	Sales Promotion
	Customer profiling	Business pitch
	Digital promotion	Peer assessment
	Professional Pitch	Presentation objectives
	Industry standards	Appeal
	Self-assessment	Future development