Bishop Heber High School

Subject	Year	Term
Enterprise and Marketing	11	1

Topic

Market and Pitch a Business Proposal

Content (Intent)

Prior Learning (Topic) Marketing mix and branding

In this section, students are required to develop a brand identity

Future Learning (Topic) Pitch a business proposal

What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)
Students will learn how to identify and develop a brand identity and promotional plan to target a customer profile and how these promotional objectives complement each other Learners will also continue with exam content to prepare for the May examination, this will include a wider range of marketing methods including public relations, advertising methods, product lifecycles, extension strategies, pricing strategies and how to sell using both digital and non-digital platforms.	**Assignment:** They will complete Tasks 1 - develop a brand identity and Task 2 – be able to plan for a pitch of their assessed assignment **Summative assessment 1:** On content covered **Summative assessment 2:** Mock exam paper
Skills: Learners will assess a combination of branding and promotional methods to make their design appeal to their customer profile and from analysis of prior market research Use enterprise and marketing terminology to identify and explain business activity. Apply enterprise and marketing concepts to unfamiliar contexts. Develop problem- solving and decision-making skills relevant to business. Investigate, analyse and evaluate business opportunities and issues.	Homework, preparation tasks for your assignment/ revision questions. Examination: R067 Enterprise & Marketing concepts 1hour 30 minutes - 80 marks

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

OCR Cambridge National Level 1/2 Enterprise and Marketing – 9781398351219

Vocabulary Lists

Strategy
Trust
Image
Recognition
Brand Identity
Brand Personality
Differentiation
Adding value
Strapline
Celebrity endorsement