



Subject	Year	Term
Enterprise and Marketing	11	2
Topic		
Market And Pitch A Business Proposal		
Content (Intent)		
Prior Learning (Topic)	Segmentation and market research	
In this section, students are required to study how to market and pitch a business proposal.		
Future Learning (Topic)	Revision for examination unit Enterprise and marketing concepts	
What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)	
Students to complete the design of a business proposal, Finance section before moving on to the next unit of teaching	Assignment: Students will complete Task 5 (Finance) of their assessed assignment	
Students will learn how to identify and develop a brand identity and promotional plan to target a customer profile and how these promotional methods complement each other	Assignment: Students will complete Tasks 1 and 2 of their assessed assignment Homework, preparation tasks for your 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		
Skills: Students will prepare a script and plan to pitch their product, to an adult audience, inclusive of a 10 minute assessed pitch	Assignment: Students will complete Tasks 3 and 4 of their assessed assignment Homework, preparation tasks for your assignment	
Students will learn how to review the strengths and weaknesses of a proposal and business pitch and identify future developments		
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 – 9781510456761	Brand personality	Sales Promotion
	Strategies	Business pitch
	Brand identity	Peer assessment
	Target market	Presentation objectives
	Customer profiling	Appeal
	Digital promotion	Future development