



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)													
<p>Students to complete the design of a business proposal, Finance section before moving on to the next unit of teaching</p> <p>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</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><b>Assignment:</b> Students will complete Task 5 (Finance) of their assessed assignment</p> <p><b>Assignment:</b> Students will complete Tasks 1 and 2 of their assessed assignment</p> <p>Homework, preparation tasks for your assignment</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>Students will learn how to review the strengths and weaknesses of a proposal and business pitch and identify future developments</p>		<p><b>Assignment:</b> Students will complete Tasks 3 and 4 of their assessed assignment</p> <p>Homework, 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><b>Reading</b></p> <p>OCR Cambridge National Level 1/2 Enterprise and Marketing – 9781510456761</p>		<p><b>Vocabulary Lists</b></p> <table border="0"> <tr> <td>Brand personality</td> <td>Sales Promotion</td> </tr> <tr> <td>Strategies</td> <td>Business pitch</td> </tr> <tr> <td>Brand identity</td> <td>Peer assessment</td> </tr> <tr> <td>Target market</td> <td>Presentation objectives</td> </tr> <tr> <td>Customer profiling</td> <td>Appeal</td> </tr> <tr> <td>Digital promotion</td> <td>Future development</td> </tr> </table>		Brand personality	Sales Promotion	Strategies	Business pitch	Brand identity	Peer assessment	Target market	Presentation objectives	Customer profiling	Appeal	Digital promotion	Future development
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