OCR LEVEL 1-2 ENTERPRISE AND MARKETING – J837

SUBJECT CONTENT

YEAR 10

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
R067 (TA2): Market research; data; market segmentation* **R068 (TA1)**: Market research; sampling methods; Using research tools; Review market research	**R068 (TA2)**: Identify customer profile **R068 (TA3)**: Create a design mix; Review and finalise design	**R067 (TA3)**: Cost, revenue, profit and loss; break-even; cash* **R068 (TA4)**: Financial viability	**R068 (TA5)**: risks and challenges **R068**: NEA Assessment (working on)	**R067 (TA4)**: Marketing mix; advertising medium; promotion* **R069 (TA1)**: Branding; opportunities and threats **R068**: NEA Assessment (submit for moderation)*[1]	**R067 (TA4)**: PR; selling; product lifecycle; pricing strategies* **R069 (TA2)**: Promotional plan and materials

YEAR 11

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
R069 (TA3): Planning a pitch and presentation skills **R069 (TA3):** Practice pitch; feedback; professional pitch **R069 (TA4)**: Review brand, pitch, and skills **R069**: NEA Assessment (working on)	**R067 (TA1)**: Entrepreneurial characteristics; risk and reward **R069**: NEA Assessment (working on)	**R067 (TA5)**: Ownership; capital; support **R067 (TA3)**: Cost, revenue, profit and loss; break-even; cash **R069**: NEA Assessment (submit for moderation)*[1]	**R067 (TA2)**: Market research; data; market segmentation **R067 (TA4)**: Marketing mix; advertising medium; promotion; PR; selling; product lifecycle; pricing strategies	**R067**: Exam revision **R068:** Resubmission opportunity*[1] **R069:** Resubmission opportunity*[1]	**R067**: Exam revision **R067**: Examination (final opportunity)