

Year 10 OCR Enterprise and Marketing J819

In Year 10 students complete six Learning Objectives in Unit R064. This work will be the content of written exam in SUMMER YR. 10 (50%). In Term 3 students begin Unit R065 Coursework.

By the end of Year 10 we expect students to be able to:

- Understand targeted marketing and market research
- Understand what makes a product or service financially viable
- Understand product development
- Understand how to attract and retain customers
- Understand factors for consideration when starting a business
- Understanding the different functional activities of a business

COURSEWORK

- Create a customer profile
- Plan and carry out market research

		Working Towards Target	At Expected Target	Above Expected Target	End of unit grade:
TERM 1	R064 LO1 Understand target marketing and market research R064 LO2 Understand what makes a product or service financially viable				
FFL:	Meeting behaviour for learning standards	Actively engaged in the learning	Regularly complete HWK to a high standard	Completing CWK to a high standard?	Is a resilient learner 'Doesn't give up easily'
Achieved:					

		Working Towards Target	At Expected Target	Above Expected Target	End of unit grade:
TERM 2	R064 LO3 Understand product development R064 LO4 Understand how to attract and retain customers R064 LO5 Understand the factors a start-up business has to consider				
FFL:	Meeting behaviour for learning standards	Actively engaged in the learning	Regularly complete HWK to a high standard	Completing CWK to a high standard?	Is a resilient learner 'Doesn't give up easily'
Achieved:					

		Working Towards Target	At Expected Target	Above Expected Target	End of unit grade:
TERM 3	R064 LO6 Understanding the different functional activities of a business COURSEWORK R065 LO1 Identify a customer profile R065 LO2 Carry out market research				
FFL:	Meeting behaviour for learning standards	Actively engaged in the learning	Regularly complete HWK to a high standard	Completing CWK to a high standard?	Is a resilient learner 'Doesn't give up easily'
Achieved:					

SUGGESTED READING / LISTENING / WATCHING

Books / Magazines

The Choice Factory: 25 Behavioural Biases that influence what we buy (Richard Shotton. 2018)

Freakonomics: A rogue economist explores the hidden side of everything (Steven D Levitt and Stephen J Dubner. 2006)

The Undercover Economist (Tim Harford. 2007)

Who gets What and Why (Al Roth. 2016)

Creating a World Without Poverty (Muhammad Yunus. 2009)

Doughnut Economics: Seven Ways to Think Like a 21st-Century Economist (Kate Raworth. 2018)

The Economist (magazine)

Websites

Marketingweek.com – the magazine of marketing with lots of up-to-date inspiration

Freakonomics.com - interesting insights into behavioural economics

Gapminder.org/dollar-street – poverty and wealth around the world

www.ons.gov.uk – data about the population and economics of the UK

Podcasts / radio shows / TV shows

Freakonomics podcast

BBC Radio 4 'The Bottom Line' – real business owners discuss relevant topics

BBC Radio 4 'Costing the Earth' – the economics of natural resources

BBC TV "The Apprentice" – start-up ideas in a competitive reality show

Channel 4 TV "Risking it all" – start-up stories of real businesses