

Year 11 Enterprise and Marketing (OCR/Cambridge National J819)

In Year 11 students will complete **coursework** for Unit R065 in which they research, design and predict sales and profits for a new hat. This piece of coursework is worth 60 marks and is worth 30% of the final grade for the course.

In the Spring term students begin the second piece of coursework (also worth 60 marks / 30%) for which they produce a brand and promotional plan for their product design in R065 and then pitch their product to a professional panel. There is no exam in Year 11 but students need to keep up with coursework tasks each week.

R065 Task 1	Identify a customer profile for the scenario				Autumn 1
Description					Score
<ul style="list-style-type: none"> Explain the need for, types of and benefits of market segmentation 					/6
<ul style="list-style-type: none"> Apply market segmentation to create a strong customer profile for the business challenge 					/6
Foundations for learning					
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner	

R065 Task 2	Complete market research to inform decision-making				Autumn 1
Description					Score
<ul style="list-style-type: none"> Describe the importance of market research using examples of different methods 					/6
<ul style="list-style-type: none"> Explain the different market research tools you will use (at least 2) and describe the advantages and disadvantages of them 					
<ul style="list-style-type: none"> Explain your chosen sampling methods 					
<ul style="list-style-type: none"> Develop your market research tools and carry out market research that will help you create a suitable product for your chosen customer profile 					/12
<ul style="list-style-type: none"> Review and analyse the results of your completed market research, selecting and using the most appropriate methods to present the results 					
Foundations for learning					
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner	

R065 Task 3&4	Complete market research to inform decision-making				Autumn 2
Description					Score
<ul style="list-style-type: none"> Generate product design ideas and explain their strengths and weaknesses in relation to your chosen customer profile. 					/6
<ul style="list-style-type: none"> Select and draft ONE design for the proposal from your product design ideas, describing how you have used your market research outcomes. 					
<ul style="list-style-type: none"> Produce a self-assessment of your hat design, then gain feedback on your design from different individuals (e.g. peer feedback). 					
<ul style="list-style-type: none"> Modify your design using the feedback findings, clearly describing the alterations that you have implemented. 					/6
<ul style="list-style-type: none"> Explain the reasons for choosing your final hat design. 					
Foundations for learning					
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner	

R065 Task 5	Review whether the business proposal is viable				Spring 1
Description					Score
<ul style="list-style-type: none"> Identify all fixed and variable costs and apply these to the scenario 					/9
<ul style="list-style-type: none"> Select an appropriate pricing strategy linked to your customer profile and hat design 					
<ul style="list-style-type: none"> Predict number of sales in the first month, fully justifying your reasons for the number 					
<ul style="list-style-type: none"> Perform a break-even analysis, describing what the results show and how a change in price would affect it 					/9
<ul style="list-style-type: none"> Produce an assessment of the business risks involved 					
<ul style="list-style-type: none"> Use your calculations and risk assessment to evaluate the financial viability of your business proposal 					
Foundations for learning					
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner	

END OF COURSEWORK R065

R066 Coursework

R066 Task 1	Brand identity and promotional plan				Spring 1
Description					Score
<ul style="list-style-type: none"> Explain what 'branding is', why it's used and what the key factors businesses consider when developing a brand are 					/9
<ul style="list-style-type: none"> Choose and justify your methods for creating your brand 					
<ul style="list-style-type: none"> Evaluate your brand in relation to your customer profile in R065 					
<ul style="list-style-type: none"> Explain what 'promotional objectives' are 					/9
<ul style="list-style-type: none"> Explain the promotional objectives for your brand and justify the methods you will use 					
<ul style="list-style-type: none"> Evaluate the likely effectiveness of your promotional methods in relation to your customer profile in R065 					
Foundations for learning					

Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner

R066 Task 2	Plan a business pitch				Spring 1
Description					Score
<ul style="list-style-type: none"> • Explain the factors you need to consider when delivering a pitch 					/9
<ul style="list-style-type: none"> • Plan the structure, script and visual aids for your pitch, including responses to possible questions from the audience 					
<ul style="list-style-type: none"> • Carry out a practice pitch to your peers 					
Foundations for learning					
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner	

R066 Task 3 & 4	Deliver a business pitch to a professional panel and review your success				Spring 2
Description					Score
<ul style="list-style-type: none"> • Provide support and give thorough feedback to your peers 					/6
<ul style="list-style-type: none"> • Plan how to improve your pitch based on feedback 					
<ul style="list-style-type: none"> • Prepare effective visual aids and supporting resources for your real pitch 					/6
<ul style="list-style-type: none"> • Carry out a real pitch to a professional panel and gather feedback 					/9
<ul style="list-style-type: none"> • Evaluate the success of your pitch 					/6
<ul style="list-style-type: none"> • Produce a detailed report on the success of the overall project 					/6
Foundations for learning					
Meets behaviour standards	Actively engaged in learning	Regularly completes HWK to a high standard	Regularly completes CWK to a high standard	Is a resilient learner	