

# OCR Nationals in Enterprise and Marketing

Year 1			Year 2					
Term 1	Week 1	RO65 LO1: Be able to identify the customer profile for a business challenge	RO64 LO1: Understand how to target a market	Term 1	W1	R066 LO4 : Be able to review the strengths and weaknesses of a proposal and pitch	R064 LO5: Understand factors for consideration when starting up a business	
	W2				W2			
	W3				R065/66 - Students acting on feedback			
	W4					W3		
	RO65 LO2: Be able to complete market research to aid decisions relating to a business challenge	W4						
		W5						
		W6						
	W6	Term 2	W1		Mock, Re-Teach			
	W7		W2					
	Term 2		W1			R064 LO6: Understand different functional activities needed to support a business startup		
			W2		W3			
			W3		W4			
			W4		W5			
	W5		W6					
	W6	W7						
	W7	Term 3	W1		Differentiated, either exam support or coursework support based on results			
	RO65 LO3: Be able to develop a design proposal for a business challenge		W2					
			W3					
			W4					
			W5					
			W6					
	Term 4	W1	RO65 LO4: Be able to review whether a business proposal is viable		R064 LO2: Understand what makes a product or service financially viable	W1	NEA deadline	Exam resits
		W2				W2		
		W3				W3		
		W4				W4		
		W5				W5		
	Term 5	W1	RO66 LO1: Be able to develop a brand identity and promotional plan to target a customer profile		R064 LO4: Understand how to attract and retain customers	W1	Term 5	
		W2				W2		
W3		W3						
W4		W4						
W5		RO66 LO2: Be able to plan a pitch for a proposal	W5					
W6		RO66 LO3: Be able to pitch a proposal to an audience	W6					
Term 6	W1	PITCH	Mock Exam, Revision, Re-Teach	W1	Term 6			
	W2			W2				
	W3			W3				
	W4			W4				
	W5			W5				
	W6			W6				