

ENTERPRISE & MARKETING – Cambridge National (GCSE Equivalent)

Examination Board:

Cambridge National Certificate in Enterprise & Marketing (Levels 1 & 2)

Course Content:

This qualification is for learners aged 14-16 who wish to develop applied knowledge and practical skills in enterprise and marketing. It is designed with both practical and theoretical elements, which will prepare students for further study of qualifications in enterprise, marketing or business.

Assessment:

All learners will study three mandatory topics as follows:

- R064 Enterprise and marketing concepts (externally examined, 40% of the course)
- R065 Design a business proposal (internally assessed, externally moderated: 30% of the course)
- R066 Market and pitch a business proposal (internally assessed, externally moderated: 30% of the course)

The first topic underpins the wider learning in this qualification. Learners will develop essential knowledge and understanding of enterprise and marketing concepts, which can be applied to the other units within the qualification. Through the first topic, learners will understand the main activities that will need to happen to support a start-up business, and what the key factors are to consider when starting up a business.

In the second topic, learners will develop the skills to design a business proposal to meet a specific business challenge. They will identify a customer profile for a specific product, complete market research to generate product design ideas, and use financial calculations to propose a pricing strategy and determine the viability of their product proposal. The knowledge and skills developed by completing this unit will assist learners in the third topic of this qualification.

In the third topic, learners will develop the skills to create a brand identity and promotional plan for their specific business product proposal developed in the second topic. They will develop pitching skills in order to pitch their business proposal to an external audience. Finally, they will review their pitching skills and business proposal using their learning, self-assessment and feedback gathered. The knowledge and skills developed by completing this topic will be transferable to further, related learning in areas such as enterprise, marketing or business.

Further information from Mr D Jones