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24th September 2026

Dear Parents/Carers

Enterprise and Marketing Non-Exam Assessment (NEA) Information for the Academic Year

I am writing to provide an overview of the Non-Exam Assessment (NEA), often referred to as coursework, that your child will be completing over the coming academic year in Enterprise and Marketing. The NEA forms 30% of your child's overall grade in Enterprise and Marketing. This is an important part of the overall qualification and allows students to demonstrate their knowledge, understanding, and practical skills through an extended project completed over several months.

Throughout the year, students will be expected to work independently while meeting a series of key milestones and deadlines. Regular attendance, engagement in lessons, and completion of work outside the classroom will be essential to ensure successful completion of the NEA.

What Will Contribute to the NEA?

Students complete assignments based on an exam-board-provided scenario. Recent specification updates have streamlined the tasks to reduce repetitive workloads.

Students will be assessed on a range of skills and evidence, including:

Task 1: Market research and branding selection (split into two marking parts).

Task 2: Creating promotional materials (reduced from three types to two promotional assets).

Task 3: Planning and delivering a verbal/non-verbal pitch to an audience/professionals.

Task 4: Reviewing and evaluating the pitch and overall proposal success.

All work submitted must be the student's own and completed in line with examination board regulations.

Key Dates and Deadlines

1st October – complete task 1, 2 and plan for pitch

Week Commencing 5th October – Practice Pitch and peer reviews

Week Commencing 12th October – review and refine pitch

20th October – Final pitch (completion of task 3) and review and evaluate

22nd October – Final deadline for submission of R069

Students who miss interim deadlines may find it difficult to complete the NEA to the highest standard. We strongly encourage students to manage their time carefully and seek support from their teacher if they encounter any difficulties.

How Parents/Carers Can Help

You can support your child by:

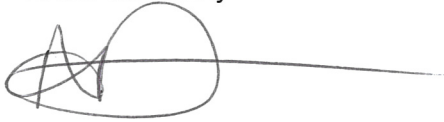
- Encouraging them to meet all deadlines.
- Helping them establish a regular schedule for coursework completion.
- Discussing their progress and project plans.
- Ensuring they attend lessons and intervention sessions where applicable.
- Providing a suitable environment for independent study.

Students will receive regular guidance throughout the process. If you have any questions regarding the NEA or would like further information about the assessment requirements, please do not hesitate to contact me.

All students are invited to attend the afterschool session on Wednesdays in D1, where I will be available to provide support and guidance.

Thank you for your continued support in helping your child achieve their full potential.

Yours sincerely

A handwritten signature in black ink, consisting of a stylized 'A' followed by a horizontal line that extends to the right.

Miss A Dixon
Enterprise and Marketing Teacher