



Reporting Y10		Autumn 1		Autumn 2		Spring 1		Spring 2		Summer 1		Summer 2	
Reporting Y11		CFCs & Grades		Rep & Grades		CFCs & Grades		BFL & Grades		BFL & Grades		BFL & Report	
Year 10	<p>RO67 Topic Area 2 Market Research to target a specific customer. Teaching Content; The purpose of market research, Primary market research methods, Secondary market research sources, types of data. RO68 Assessment Topic Area 1: Market research - Carry out market research to aid decisions relating to a business proposal, How to select appropriate primary and secondary market research methods and data types in order to complete meaningful research, Sampling methods, Use appropriate market research tools for a business proposal, review the results of market research.</p>	<p>RO67 Topic Area 2 Market Research to target a specific customer. Teaching Content; Types of market segmentation, The benefits of market segmentation to a business. RO68 Assessment Topic Area 2: How to identify a customer profile - Identify potential customer and build a customer profile based on market research findings.</p>	<p>RO68 Assessment Topic Area 3: Develop a product proposal - Create a design mix for a new product, produce designs for a new product, review designs for a product proposal</p>	<p>RO67 Topic Area 3: What makes a product financially viable. Teaching Content: Cost of producing the product, Revenue generated by sales of the product, Profit / Loss, How to use the formula for break - even as an aid to decision making, Importance of cash. RO68 Assessment Topic Area 4: Review whether a business proposal is financially viable - Calculate costs, revenue, break-even and profit relating to a business proposal, Apply an appropriate pricing strategy, Review the likely financial viability of a business proposal,</p>	<p>RO68 Assessment Topic Area 5: Review the likely success of the business proposal - Risks and challenges when launching a new product.</p>	<p>RO67 Topic Area: Creating a marketing mix to support a product. Teaching Content; The marketing mix elements for a good/service, How the elements of the marketing mix work together, Types of advertising medium used to attract and retain customers and the appropriateness of each, Sales promotion techniques used to attract and retain customers and the appropriateness of each, Public relations, How to sell the good/service to the consumer, The product lifecycle, Extension strategies for products in the product lifecycle and the appropriateness of each, Factors to consider when pricing a product to attract and retain customers, types of pricing strategies and the appropriateness of each.</p>	Work Experience Week						
Year 11	<p>Assessment: Formal Assessment of LO5 End of Topic Test (Personalised Learning Checklist and Recall) Learning Outcome 1: Be able to develop a brand identity and promotional plan to target a customer profile Build a brand identity •What is a brand? Strategy (e.g. purpose, plans), Brand personality (e.g. excitement, sophistication, reliability), An identity (e.g. a visual look, colours, design, typeface, logo placement), An image (e.g. customers' perceptions, low cost, quality, lifestyle) •Why branding is used i.e. Trust, Recognition, Image, Quality, Differentiation, Adding value, Build customer loyalty •Branding methods and techniques, i.e. A logo (e.g. a graphical symbol, colour, name), Sounds/jingles, Straplines/catchphrases/slogans, Celebrity endorsements, Characters (e.g. animated character, animal) Plan brand ideas for a business challenge, i.e. • Assess the appeal to the customer profile • Research other brands • Formulate brand designs for a proposal, i.e. - Relate to research findings for other brands - Assess the likelihood of success or failure of different options (e.g. appeal to customer profile, design elements) Promote a product, • Promotional objectives, • Methods of promotion; Digital promotion and Offline/traditional promotion, • Select and justify appropriate promotional methods, i.e. Key factors that influence the selection of methods, Appeal to customer profile, How different methods complement each other Assessment: Task 1: Develop a brand identity and promotional plan to target your customer profile</p>	<p>RO64 Revision Personalised Revision based on the requirements of the class. Assessment: PPE Full Paper</p>	<p>RO64 Revision Topic (1 week per topic) Personalised to the needs of the group PPE Reflection and DIT to revisit Focus on exam technique Reading Questions Carefully Assessment: Formal Assessment of LO6 End of Topic Test (Personalised Learning Checklist and Recall)</p>	<p>Final Revision Week and Official OCR Exam</p>	<p>Learning Outcome 2: Be able to plan a pitch for a proposal Plan a pitch, i.e. • Consider audience (e.g. needs/interests, accessibility of content, convincing them of the likely success) • Establish objectives of pitch (e.g. to inform, to persuade, keep to timeframes, communicate effectively) • Consider venue, i.e. - Convenience (e.g. accessible location) - Appropriate size - Room layout, props - Equipment required • Identify appropriate media to deliver a pitch (e.g. PowerPoint, handouts, verbal prompts) • Structure of pitch, i.e. - Introduction - Content presented in logical order - Conclusion (e.g. memorable closure) - Use and value of visual aids (e.g. use of graphics, multimedia resources) • Consider personal appearance • Anticipate potential questions and plan responses Support peers, i.e. • Give and respond to constructive peer feedback (e.g. feedback sandwich, phrasing feedback constructively, sharing opinions, encouragement) • Establish ideas for further refinement Review a practice pitch in order to plan for a professional pitch to an external audience Assessment: Task 2: Develop a pitch for your proposal</p>	<p>Learning Outcome 3: Assessment Week (1-1) Business pitches Learners must be able to: Use and develop personal and presentation skills to deliver a professional pitch, i.e. Personal presentation to demonstrate the intended image • Professionalism • Verbal (e.g. clarity, tone of voice, voice projection, formal/informal language, persuasiveness) • Non-verbal (e.g. body language, posture, eye contact, confidence, visual aids, gestures) • Use of notes/cues • Use of appropriate visual aids/media • Self-confidence, enthusiasm, self-belief • Target the needs and desires of audience • Time management • Rehearse in advance of a pitch • Deliver a practice pitch • Answer questions from the audience. Support peers, i.e. • Give and respond to constructive peer feedback (e.g. feedback sandwich, phrasing feedback constructively, sharing opinions, encouragement) • Establish ideas for further refinement Review a practice pitch in order to plan for a professional pitch to an external audience Deliver a professional pitch to an external audience Assessment Task 3</p>	<p>LO3 Assessment Week (1-1) Business pitches Students will each have a 15 minute slot to pitch their business idea in the conference room. They must also answer questions from assessors based on their pitch and product. Learning Outcome 4: Evaluation Review a professional pitch to an external audience, i.e. • Review pitch, using a range of sources of evidence, i.e. - Self-assessment - Feedback from others - Lessons learnt from the practice pitch - Lessons learnt from the professional pitch • Compare the outcomes of the pitch with objectives, i.e. - What went well - What could have been improved - Format of presentation - Visual aids selected - Timing of presentation - Anticipation and preparation of responses to potential questions • Personal presentation skills, i.e. - Communication skills (e.g. verbal and non-verbal skills) - Professionalism - Ability to answer questions from the audience • Future developments/recommendations for further refinement Review a business proposal, i.e. • The product proposal • The pricing strategy • The brand • The promotional plan • Its relevance and appeal to the identified customer profile • Review proposal, using a range of sources of evidence, i.e. - Self-assessment - Feedback from others (e.g. target customers, pitching panel, peers, commercial contacts) - Lessons learnt from practice and professional pitch • Future developments/recommendations for further refinement of a business proposal Assessment Task 4</p>	<p>Reflection of skills and the world of work Exploration of transferable skills developed and skills employers require. Revision for any student retakes. Transition work for students studying A-level or Vocational Business Moderation of coursework May 15th</p>					