

# OCR Enterprise & Marketing

**(Business Studies)**

**Course Type:** Vocational

**Course Leader:** Mr Seale

## **Topics covered:**

- Characteristics, risk and reward for enterprise
- Market research to target a specific customer
- What makes a product financially viable
- Creating a marketing mix to support a product
- Factors to consider when starting up and running an enterprise
- Develop a brand identity to target a specific customer profile
- Create a promotional campaign for a brand and product
- Plan and pitch a proposal
- Review a brand proposal, promotional campaign and professional pitch.

## **How is this subject examined:**

- Students produce a portfolio of work looking at real world scenarios (60% of final grade)
- Examination element at end of Year 11 (40% of final grade)

## **Career Opportunities:**

OCR Enterprise & Marketing provides a strong foundation for employment, with students progressing, with further training, to a wide range of careers training such as Management, Sales, Product Management, Investment and, especially, Marketing and Finance.

