Enterprise and Marketing (Vocational)

Information from the exam board can be found here.

Grades awarded: Level 2 Distinction* – Level 1 Pass

Why study this subject?

The world of business is constantly in the news, always changing and continuously posing new opportunities and challenges to millions of people across the world. Businesses are right at the centre of this expanding global environment. Most of the working population are employed by businesses, and employers are always looking for business minded young people. This course provides a vocational pathway into studying this exciting subject.

What will I study in this course?

- How to target a customer market
- How to make a product or a service financially viable
- What product development is
- How to attract and retain customers
- How to plan a business start up
- How different functional areas work

How will I be assessed?

Students will complete three units of work:

- R064: an externally set exam testing the areas listed above (completed in Year 10);
- R065: a unit of coursework where you create a marketing campaign;
- R066: a unit of coursework aimed at pitching the business idea you developed for RO65.

What will this qualification lead to?

Studying Enterprise and Marketing can help you embark on a variety of career paths, including marketing, human resources, and management in a vast range of different industries, including hospitality, banking, retail management, engineering and fashion.

The subject also provides a good foundation for studying both A Level and vocational qualifications in both Business and Economics in the sixth form.

How is the course structured?

	Autumn Term	Spring Term	Summer Term
Year 9	**The Real Business Challenge** (a scenario based introduction to a range of basic business concepts – not a part of the GCSE course)	**Small Business Start Ups** (create a business plan for a small business – not part of the GCSE course)	**OCR course begins** R064: teaching the exam unit.
Year 10	Continue R064 unit teaching.	Continue R064 unit teaching.	Complete R064, including the exam; begin coursework unit (R065).
Year 11	Complete coursework unit (R065).	Begin coursework unit (R065).	Complete coursework unit (R066).

For more information, contact: Mr Cooper (Head of Business & Economics)

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