

ENTERPRISE AND MARKETING - MAXIMISE 2023- STUDENT STUDY SUPPORT

OCR CAMBRIDGE NATIONALS LEVEL 1/2 CERTIFICATE	Link to download specification
Enterprise and Marketing (J837)	https://shorturl.at/duwG4

Exam Board and Format of each exam in 2023

- Course title: Enterprise and Marketing
- Course Type: Cambridge Nationals Level 2
- Course Structure: 40% Exam 60% Controlled Assessment
- Course Code: J837
- 1 exam paper in June 2024

Unit:	Content
R067: Enterprise and marketing concepts 70 MARKS 1 hour 30 mins	This component will assess: Topic Area 1: Characteristics, risk and reward for enterprise Topic Area 2: Market research to target a specific customer Topic Area 3: What makes a product financially viable Topic Area 4: Creating a marketing mix to support a product Topic Area 5: Factors to consider when starting up and running an enterprise
R068 Design a business proposal 60 MARKS 10-14 hours	This component will assess: Learning Outcome 1: Be able to identify the customer profile for a business challenge Learning Outcome 2: Be able to complete market research to aid decisions relating to a business challenge Learning Outcome 3: Be able to develop a design proposal for a business challenge Learning Outcome 4: Be able to review whether a business proposal is viable



R069: Market and pitch a business proposal 60 MARKS 8-12 hours	This component will assess: Learning Outcome 1: Be able to develop a brand identity and promotional plan to target a customer profile Learning Outcome 2: Be able to plan a pitch for a proposal Learning Outcome 3: Be able to pitch a proposal to an audience Learning Outcome 4: Be able to review the strengths and weaknesses of a proposal and pitch
---	---

- One unit of coursework has been completed and is being sent off to mark.
- The other coursework unit is starting early October
- Both units must be fully completed before Christmas

Online Revision Tools/In school support	
Catch Up Any day after school	
Exam board – course home page	https://shorturl.at/mwJ48
Full playlist of all exam content	https://shorturl.at/ckFHI

Re-sit Revision strategy

- After January all coursework will be completed and sent off
- Leading up to the June exam, we will be revising and revisiting the exam content
- The students will retain their highest mark
- They are a year older than the first attempt and will have covered the content on multiple occasions

Controlled assessment (Coursework guidance)

- All work must be completed independently
- Your teacher will mark your work after you hand it in.
- Your teacher will use the mark scheme that we give them to give you marks
- You can ask to see the mark scheme – and you can have the mark scheme explained to you
- Your teacher will then add up the marks and give you a total
- Your final grade for the assignment depends on your final total mark

If any student has work missing or is unhappy with their mark they can come back after school any day to complete their corrections or missing work