



# OAI Enterprise and Marketing Long Term Plan

(CNAT Enterprise and Marketing)

**Cambridge National in Enterprise and Marketing will encourage students to:**

- understand and apply the fundamental principles and concepts of Enterprise and Marketing including characteristics of successful entrepreneurs, market research, financial viability, the marketing mix and factors to consider when starting up and running an enterprise
- develop learning and practical skills that can be applied to real-life contexts and work situations
- think creatively, innovatively, analytically, logically and critically
- develop independence and confidence in using skills that would be relevant to the business and enterprise sector.

This qualification will help students to develop:

- entrepreneurial skills and knowledge, which are key to the business and enterprise sector, sole trader skills and knowledge in areas such as e-marketing, creativity, pitching and cost modelling
- a full range of transferable skills including Verbal Communication/Presentation, Research, Problem Solving, Analytical Skills, Digital Presentation Planning and Creative Thinking.

## Year 10:

**Overview:** In year 10 assuming 3 lessons per week students will start with studying the theory content needed for a Year 11 examination (R067) and also compiling their NEA (R068) for submission in May of Y10.

The theory of market research and aims. How markets are segmented and research is gathered and analysed, linking in with business decision making, also begins in this first term. Students will conduct their own market research for a given business scenario, aiming to establish demand trends and design requirements.

Financial theory including costs, revenue, profit and break even are learnt then applied to the business scenario. Students then complete their NEA ready for May submission in Year 10. Marketing, branding and product lifecycle theories then link to promotional material planning for a given business scenario.

10	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
What will be covered?	<p><b>R067 (TA2):</b> Market research; data; market segmentation*</p> <p><b>R068 (TA1):</b> Market research; sampling methods; Using research tools; Review market research</p>	<p><b>R068 (TA2):</b> Identify customer profile</p> <p><b>R068 (TA3):</b> Create a design mix; Review and finalise design</p>	<p><b>R067 (TA3):</b> Cost, revenue, profit and loss; break-even; cash*</p> <p><b>R068 (TA4):</b> Financial viability</p>	<p><b>R068(TA5):</b> risks and challenges</p> <p><b>R068:</b> NEA Assessment (working on)</p>	<p><b>R067 (TA4):</b> Marketing mix; advertising medium; promotion*</p> <p><b>R069 (TA1):</b> Branding; opportunities and threats</p> <p><b>R068:</b> NEA Assessment (submit for moderation)</p>	<p><b>R067 (TA4):</b> PR; selling; product lifecycle; pricing strategies*</p> <p><b>R069 (TA2):</b> Promotional plan and materials</p>

## Year 11:

**Overview:** In year 11 assuming 3 lessons per week students will be continuing their work on the theory elements for the summer examination (R067) and compiling evidence for their final NEA (R069), submitted in January Y11.

Students begin by planning a pitch for their business brand whilst understanding the risks and rewards of being an entrepreneur. When the NEA is submitted, theory work continues in preparation for the examination assessment. Business ownership structures are analysed, with a recap on financial elements planned in. A recap on marketing theories and implementation of pricing strategies then links to structured revision opportunities.

11	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
What will be covered?	<p><b>R069 (TA3):</b> Planning a pitch and presentation skills</p> <p><b>R069 (TA3):</b> Practice pitch; feedback; professional pitch</p> <p><b>R069 (TA4):</b> Review brand, pitch and skills</p> <p><b>R069:</b> NEA Assessment (working on)</p>	<p><b>R067 (TA1):</b> Entrepreneurial characteristics; risk and reward</p> <p><b>R069:</b> NEA Assessment (working on)</p>	<p><b>R067 (TA5):</b> Ownership; capital; support</p> <p><b>R067 (TA3):</b> Cost, revenue, profit and loss; break-even; cash</p> <p><b>R069:</b> NEA Assessment (submit for moderation)</p>	<p><b>R067 (TA2):</b> Market research; data; market segmentation</p> <p><b>R067 (TA4):</b> Marketing mix; advertising medium; promotion; PR; selling; product lifecycle; pricing strategies</p>	<p><b>R067:</b> Exam revision</p> <p><b>R068:</b> Resubmission opportunity</p> <p><b>R069:</b> Resubmission opportunity</p>	<p><b>R067:</b> Exam revision</p> <p><b>R067:</b> Examination (final opportunity)</p>