

Enterprise & Marketing

This is an exciting new subject for pupils to study and achieve a level 1 or 2 qualification. If you love watching *The Apprentice* or *Dragons Den* then this is likely to be a subject that you would enjoy.

The course is practical in nature and offers the opportunity to set up and run your own business and to market your products or service in school. Assessment is mainly through course-work and so is an attractive pathway choice for you if you find exams difficult.



Qualification: Level 1/2 Certificate
Examination Board: OCR
Cambridge National
Specification Code: J819

Topics Covered

Students will complete three units; Enterprise and marketing concepts, Design a business proposal and Market and pitch a business proposal.

Students will learn the main activities for a start-up business, develop a business proposal to meet a specific business challenge.

They will complete market research to generate product design ideas, and use financial calculations to determine the viability of their product proposal. They will create a promotional plan for their specific business product or service proposal.

Assessment

Two of the three units covered will be internally assessed. Students will produce assignments of a vocational nature which will be marked by the teacher.

One unit, 'Enterprise and Marketing concepts' will be assessed through a 1 hour exam paper, whilst the others will be internally assessed coursework tasks.

Course Progression

Students who succeed on this course may progress on to vocational level 3 Business or Enterprise related course which follows a similar scheme of assessment.

Students will develop their knowledge and understanding to complete more complex vocational activities and challenges.

Students may then go on to study business related degrees. Others may enlist onto business related apprenticeship schemes.

Career Opportunities

This course will help prepare for careers in marketing, market research, business, finance or business management. Indeed, some students may of course go on to set up and run their own businesses.