



# **OCR Enterprise and Marketing**

Topic Area 3 – Plan and pitch a proposal

3.1: Considerations when		This section provides the basis for the different aspects to take into account			
planning a professional pitch when conducting a professional pitch to an audience					
Planning a pitch (Knowledge):					
		Pitch objectives	$\odot$	••	
		The audience being present to	$\odot$	•••	
Consideration of the venue of your pitch				•••	
Appropriate media and materials			$\odot$	••	
Your personal appearance				•••	
The structure of your pitch				•••	
The use of relevant visual aids for your pitch				•••	
Anticipation of potential questions and planning appropriate responses					
Keywords Pitch   Professional   Attitude   Appearance   Preparation   Visuals					
3.2: Use and development of personal and professional skills  This section explores the reasons skills required to be successful in the pitch					
Development of personal and professional skills (Knowledge):					
		Development of verbal skills	· ·	<u>··</u>	
		Development of non-verbal skills		•••	
Use of notes/ cues/ creating a pitch script			$\odot$	<u>••</u>	
Awareness of time management © © ⊗					
Keywords Verbal   Presentation   Non-verbal   Timing   Professionalism					
3.3: Benefi	ts of using a	This section gives you the chance to practice your pitch a	nd modi	fy it reac	ly for
practice pitch the final pitch					
Practice pitch and constructive feedback (Knowledge):					
Ability to support peers with constructive feedback 😊 😑 🕾					
Ability to respond to feedback offered by your peers 😊 😑 😁					
Keywords   Constructive   Purposeful   Resilient   Modifications   Observant					
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3.4: Deliver a pit	•	This section gives you the chance to present your final pit	tch		
Presentation of pitch (Application):					
Delivery of a successful pitch 😊 😑					
Keywords   Preparing   Practicing   Memorising   Timing   Responding to questions					
Skills	Knowledge – multiple choice, short answer questions, presentation, extended report writing				
Links to the wider world/case study					
	TERM 1	>> TERM 2 >>	TERM :	2	
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Topic Area – R069

1 – Develop a brand identity to target a specific customer profile

2 – Create a promotional campaign for a product/brand

# Topic Area - R069

3 – Plan and pitch a proposal

4 – Review a brand proposal, promotional campaign and professional pitch

### Topic Area – R067

2 – Market research to target a specific customer

# Topic Area - R067

3 – What makes a product financially viable  $4-\mbox{Creating a marketing mix}$  to support a product Topic Area – R067

5 – Factors to consider when starting up and running an enterprise Revision and exam technique

# Topic Area - R067

Revision and exam technique in preparation for the





Enterprise and Marketing







