



# **OCR Enterprise and Marketing**

Topic Area 5 – Reflect on pitch and Business Proposal

5.1 Review of pitch		This section provides you with the understanding of how to review your pitch					
Review of a brand (Knowledge):							
Review your pitch based on verbal communication and non-verbal communication				•••			
		Visual aids	$\odot$	•••			
		Time management	$\odot$	•••			
		Ability to answer questions	$\odot$	•••			
Value of rehearsing and feedback from others			$\odot$	•••			
Keywords   Identity   Self-assessment   Pitching   Peers   Financial predictions   Competitor analysis   External factors							
Keywords		Competitor analysis   External factors					
5.2 Review o		Competitor analysis   External factors  This section requires you to consider your initial objective you have been in achieving them in your proposal		how suc	cessful		
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5.2 Review o		This section requires you to consider your initial objective you have been in achieving them in your proposal  Objectives (Knowledge):	es and				
5.2 Review o		This section requires you to consider your initial objective you have been in achieving them in your proposal  Objectives (Knowledge):  Review of costs	res and	<u></u>	8		
5.2 Review o		This section requires you to consider your initial objective you have been in achieving them in your proposal  Objectives (Knowledge):  Review of costs  Relevance of the brand	res and	<u> </u>	© ©		
5.2 Review o		This section requires you to consider your initial objective you have been in achieving them in your proposal  Objectives (Knowledge):  Review of costs Relevance of the brand Brand personality	es and	(i) (ii) (iii) (ii	8 8		

Skills	Knowledge –review writing, evaluation
	Links to the wider world/case study
Links to busi	ness proposals.

TERM 1 TERM 2 TERM 3

## 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

#### Topic Area – R067

- 1 Characteristics, risk and reward for enterprise
- 2 Market research to target a specific customer

#### Topic Area - R067

3 – What makes a product financially viable 4 - 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













