



OCR Enterprise and Marketing

Topic Area 2 – Create a promotional campaign for a brand and product

2.1.1: Explain the objectives of a promotional campaign		This section provides the basis for why businesses develop a promotional campaign				
Objectives of a promotional campaign (Knowledge):						
		Raise awareness of a product/ service		••		
		To differentiate		<u></u>		
		To create market presence		<u></u>		
		To increase market share		••		
Keywords						
2.1.2: Create a plan for a promotional campaign		This section requires you to consider a timeframe for your promotional campaign				
The use of an appropriate planning tool (Knowledge):						
		Appropriate timeframe for the whole campaign		••		
	Арр	ropriate timeframe for each activity within a promotional campaign	\odot	•••	(i)	
Importance of review phase within a promotional campaigr			\odot	••	·:	
Importance of Key Performance Indicators (KPI) within the promotional campa			\odot	••		
Keywords	Keywords Campaign Timeframe Review KPI Adding value Promotion					
2.1.3: How to create appropriate promotional materials		This section looks at the ways in which businesses use appropriate promotional materials to reach their target market				
		Promotional methods (Knowledge):				
	Appropriate promotional methods for a given business	\odot	•••			
		Appropriate promotional methods for a customer profile		••		
Complementary promotional methods				••		
Keywords Digital Non-digital Costs Service Target market Customer profile						

Skills	Knowledge – multiple choice, short answer questions, extended report writing			
Links to the wider world/case study				

TERM 2 TERM 3 TERM 1

Enterprise and Marketing

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

professional pitch

4 – Review a brand proposal, promotional campaign and

<u>Topic Area – R067</u>

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 an enterprise

<u>Topic Area – R067</u> 5 – Factors to consider when starting up and running

Revision and exam technique

Topic Area – R067

Revision and exam technique in preparation for the













