OCR Enterprise and Marketing
Topic Area 4 – Review a brand proposal, promotional campaign and professional pitch

4.1: Review a brand using a range of sources	This section provides you with the understanding of how to review your portfolio			
Review of a brand (Knowledge):				
	The brand identity	☺	😐	☹
	The promotional campaign	☺	😐	☹
	The promotional material	☺	😐	☹
	Relevance and appeal to the identified customer profile	☺	😐	☹
	Future development/ recommendations for further refinement	☺	😐	☹
Keywords	**Identity | Self-assessment | Pitching | Peers | Financial predictions | Competitor analysis | External factors**			
4.2.1: Compare the outcomes of the pitch with the initial objectives	This section requires you to consider your initial objectives and how successful you have been in achieving them			
Objectives (Knowledge):				
	Comparison of initial objectives with outcomes of the pitch	☺	😐	☹
Keywords	**Objectives |Targets | Achieved | Successful | Reflection**			
4.2.2: Review of personal presentation skills	This section requires you to reflect on the personal skills you presented during your pitch			
Personal presentation skills (Knowledge):				
	Communication skills	☺	😐	☹
	Professionalism	☺	😐	☹
	Ability to answer questions from the audience	☺	😐	☹
Keywords	**Pitch | Timings | Visual aids | Preparation | Target market**			

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

> **TERM 1**

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

> **TERM 2**

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

> **TERM 3**

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 exam

Enterprise and Marketing