



OCR Enterprise and Marketing

Topic Area 1 – Develop a brand identity to target a specific customer profile.				
1.1: What is a brand?		This section provides the basis for why businesses develop a brand identity to		
		target a specific customer profile.	,	
What is a brand? (Knowledge):				
Brand personality © ⊝				
		Brand identity © 🗎) 💮	
Brand image © ⊕				
	Durable Luxurious Sporty Value for money Exciting Perceive			
Keywords	Unique Ideas Business			
1.2: Why branding is used		This section explores the reasons why businesses use branding		
The reasons why branding is used (Knowledge):				
6 reasons why branding is used 😊 😑)	
	Trust Brand recognition Product image Differentiation Adding value			
Keywords	Customer loyalty			
1.3: Branding methods		This section looks at the ways in which businesses brand themselves		
Branding methods (Knowledge):				
		6 methods of branding 😊 🤤) 💮	
Keywords	Enterpr	rise Purpose Goods Service Customer needs Conven	ience	
	Branding Quality Design Unique selling points Entrepreneurship			
1.4: Produce a competitor analysis		This section looks at competitors and the use of a SWOT analysis		
SWOT/ External factors (Knowledge):				
		SWOT analysis 😊 😑)	
		USP © @		
		Economic factors © Social factors © ©		
Social factors)	
	Technological factors 😊 😑			
Ethical/ environmental factors 😊 😑) 💮	
Keywords Strengths Weaknesses USP External Environment				
Skills Knowledge – multiple choice, short answer questions, extended report writing				
Links to the wider world/case study				

TERM 1

<u>Topic Area – R067</u>

TERM 2

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

TERM 3

Topic Area – R069

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

 $2-{\sf Create}\ a\ promotional\ campaign\ for\ a\ product/brand$

Topic Area – R069

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

Topic Area – R067 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













