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| Course name: Enterprise and Marketing |
| Which course/ syllabus will I be following? Technical Award Cambridge National Award in Enterprise and Marketing Level 2 Certificate  |
| ReasonThis qualification is for students who wish to develop applied knowledge and practical skills in enterprise and marketing. It is designed with both practical and theoretical elements, which will prepare students for further study of qualifications in enterprise, marketing or business. All students will study three mandatory topics as follows: Enterprise and marketing concepts Design a business proposal Market and pitch a business proposal |
| How is the course assessed?Unit 1 will be assessed through an exam which is one and a half hours long and is worth 80 marks.Unit 2 and Unit 3 will be assessed through the completion of 2 practical assignments, each worth 60 marks.The first topic underpins the wider learning in this qualification. Learners will develop essential knowledge and understanding of enterprise and marketing concepts, which can be applied to the other units within the qualification. Through the first topic learners will understand the main activities that will need to happen to support a start-up business, and what the key factors are to consider when starting up a business. In the second topic, learners will develop the skills to design a business proposal to meet a specific business challenge. They will identify a customer profile for a specific product, complete market research to generate product design ideas, and use financial calculations to propose a pricing strategy and determine the viability of their product proposal. The knowledge and skills developed by completing this unit will assist learners in the third topic of this qualification. In the third topic, learners will develop the skills to create a brand identity and promotional plan for their specific business product proposal developed in the second topic. They will develop pitching skills in order to pitch their business proposal to an external audience. Finally, they will review their pitching skills and business proposal using their learning, self-assessment and feedback gathered. The knowledge and skills developed by completing this topic will be transferable to further, related learning in areas such as enterprise, marketing or business. |
| Which careers/ post 16 courses will this course help me to prepare for?This course is suitable for those who wish to study business, marketing, retail or economics. It is also suitable for students who have an interest in setting up or helping to run small and medium size businesses. |