



OLD BUCKENHAM
HIGH SCHOOL

Be the best we can be

OBHS KS4 Subject Information

(Options subject)

Title of Course:

Enterprise and Marketing

Head of Subject: Mrs M Wright



Introduction to the qualification

The Cambridge National in Enterprise and Marketing has been designed:

- For learners aged 14-16
- To be equivalent to a **GCSE** in terms of both size and rigour
- To facilitate progression onto Level 3 qualifications, apprenticeships and employment





Course Overview

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Introduction to the qualification

The qualification is made up out of three units:

- R064 – Enterprise and marketing concepts
- R065 – Design a business proposal
- R066 – Market and pitch a business proposal

You will be taught all the content required for the exam (1 hr 30 mins)
50% of grade

This is the first of two coursework units. You will be designing a business proposal. This will be marked internally and externally moderated. *25% of grade*

This is the second of the two coursework units. You will be pitching your idea to two external moderators. *25% of grade*





Course Overview

How are you assessed?

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Market research
Customer segmentation

Product life cycle,
differentiation

Ownership, sources of
finance and business
plans

Unit R064 Enterprise and marketing concepts

LO1	Understand how to target a market
LO2	Understand what makes a product or service financially viable
LO3	Understand product development
LO4	Understand how to attract and retain customers
LO5	Understand factors for consideration when starting up a business
LO6	Understand different functional activities needed to support a business start-up

Costs, revenue and
profit

Pricing, advertising and
promotional strategies

The functional areas of
business