

# Business

# Long Term Plan

Academic Year 2023-2024



Co-op Academy  
Grange

## OCR Level 1/Level 2 Cambridge National in Enterprise and Marketing at Co-op Academy Grange

	HT1	HT2	HT3	HT4	HT5	HT6
Y10	<p>R068 NEA Design a Business Proposal</p> <p>An Introduction to Business, Enterprise and Marketing</p> <p>Task 1 – Complete market research to aid decisions</p>	<p>R068 NEA Design a Business Proposal</p> <p>Task 2 – Identify a customer profile</p> <p>Task 3 – Produce a design proposal</p>	<p>R068 NEA Design a Business Proposal</p> <p>Task 4 – Develop a design proposal</p>	<p>R068 NEA Design a Business Proposal</p> <p>Task 5 – Review whether a business proposal is financially viable</p> <p>Task 6 – Review factors that may impact the success of the business proposal</p>	<p>R069 NEA Market and Pitch a Business Proposal</p> <p>Task 1 – Developing a brand</p>	<p>R069 NEA Market and Pitch a Business Proposal</p> <p>Task 1 – Developing a brand</p> <p>Task 2 – Create a promotional campaign for your business proposal</p>
Y11	<p>R069 NEA Market and Pitch a Business Proposal</p> <p>Task 2 – Create a promotional campaign for your business proposal</p> <p>Task 3 – Develop a pitch for your proposal</p>	<p>R069 NEA Market and Pitch a Business Proposal</p> <p>Task 3 – Develop a pitch for your proposal</p> <p>Task 4 – Pitch your business proposal to an audience</p> <p>R067 Exam Enterprise and Marketing Concepts</p> <p>Topic Area 1: Characteristics, risk and reward for enterprise</p> <p>Topic Area 5: Factors to consider when starting up and running an enterprise</p>	<p>R069 NEA Market and Pitch a Business Proposal</p> <p>Task 5 – Reflect on your pitch and business proposal</p> <p>R067 Exam Enterprise and Marketing Concepts</p> <p>Topic Area 2: Market research to target a specific customer</p> <p>Topic Area 4: Creating a marketing mix to support a product</p>	<p>R067 Exam Enterprise and Marketing Concepts</p> <p>Topic Area 4: Creating a marketing mix to support a product</p> <p>Topic Area 3: What makes a product financially viable</p>	<p>R067 Exam Practice</p> <ul style="list-style-type: none"> <li>• Revisiting Key concepts and knowledge</li> <li>• Practice exam Papers</li> <li>• Walking / talking practice</li> </ul>	

