

# OCR Enterprise and Marketing

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# What this session will cover:

1. Course Layout and Assessment
2. What a typical lesson looks like
3. What OCR Enterprise and Marketing can offer you.
4. Possible Career Paths



# Course Layout

- 3 compulsory units
- One of which is an written paper exam, which is worth 50% of the qualification.
- The other two are coursework based.

# Course Layout and Assessment

R064: Year 9	R065: Year 10	R066: Year 11
<ul style="list-style-type: none"> <li>• Written Exam worth 50% of the course.</li> <li>• 1 hour 30 mins</li> </ul> <p>Based on marketing and enterprise theory; e.g. marketing mix, segmentation, market research, business ownership</p> <p><b>You can do one resit of this exam. The best result would be the one you keep.</b></p>	<p>Coursework worth 25% of the course.</p> <p>Will take about one school year to fully complete.</p> <p>Based on coming up with a product for a particular business scenario. You will then have to create various documents explaining different elements relating to the product and its design.</p>	<p>Coursework worth 25% of the course.</p> <p>Will take about one school year to fully complete.</p> <p>This is a continuation of R065. This time you will be designing the best way to bring the product to market and sell. You will be designing a business proposal and pitching it to an audience.</p>

## Other Assessments

Throughout each unit you will complete exam questions in class to help you prepare. You will complete regular progress tests and key terminology checks. There will also be mock papers.

# Typical Lesson Activities:

1. Begin with a starter related to the lesson or the one previous.
  2. Taking notes; especially new terminology.
  3. Doing a mixture of activities mentioned to the right.
  4. Question and answering sessions.
- Most of what we do is related to real business examples and current affairs – **its very important you are interested in these.**
- Research tasks
  - Brainstorms
  - Debates
  - Coursework
  - Presentations
  - Quizzes
  - Team working
  - Exam questions and exam technique



# What OCR Enterprise and Marketing can offer you

Gives students the practical skills and applied knowledge they'll need in the workplace.

Practical elements build on knowledge so that students can put their learning into practice while also developing valuable transferable skills.

**It is not** simply about Dragons Den, The Apprentice and making lots of money. It is more complex than this.

# Career Paths

The course will be a good stepping stone for studying higher level OCR or Btec type courses at college; particularly Business, Marketing and Communication.

It is unlikely to give access to A Level qualifications

It can also lead into the careers mentioned on the right.

- Human Resource
- Public Relations
- Communications Officer
- Marketing
- Retail
- Advertising
- Finance and Accounting
- Production and Operations
- Office worker and Purchasing/Buyer.

**It could also give you the skills and confidence to perhaps one day run a business of your own.**

