

OCR National Enterprise and Marketing

In Enterprise and Marketing (J837), students follow OCR Cambridge National. Details can be found here:

<https://ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-2-j837/>

Topics covered in Enterprise and Marketing are:

RO67 (exam): Enterprise and Marketing Concepts*

- Characteristics, risk and reward for enterprise
- Market research
- Financially viable products
- Marketing mix
- Setting up and running a business

RO68 (coursework): Design a business proposal*

- Market research
- Customer profile
- Product proposal
- Financial viability
- Success of a business proposal

RO69 (coursework): Market and pitch a business proposal*

- Brand identity
- Promotional campaign
- Pitching a proposal
- Reviewing proposal, promotions and brands

*please see the specification for a break-down of what each topic covers

This subject is assessed through the following components:

RO68 coursework (30% of overall grade) September – March Year 10

RO69 coursework (30% of overall grade) March – October Year 10/11

RO67 external exam (40% of overall grade) May Year 11

Recommended revision websites, resources and strategies:

Websites: Tutor2u, businessed, BBC Bitesize, TwoTeachers

Resources: RO67: revision guide, class exercise books and worksheets

Revision strategies: RO67: past exam questions, key term quizzes, mindmaps, teaching a peer/family member about a topic, mindmaps

The most important factor to being successful in coursework units is being engaged in class doing the work, and doing it to a high standard first time

