

# Enterprise & Marketing



## OCR Cambridge Level 1 / 2 National Certificate in Enterprise & Marketing

### Why choose Cambridge Nationals in Enterprise and Marketing?

- Suitable for students who want to progress onto other related study, such as qualifications in enterprise, marketing and business
- Engaging content with practical learning that will allow students to develop business acumen and enterprising skills
- Combines both Level 1 and Level 2 so you don't have to close off your student's options
- Equivalent in size to a GCSE

Launched for first teaching in September 2017, Cambridge National Level 1/2 Certificate in Enterprise and Marketing qualification allows students to achieve their potential and progress to the next stage of their lives, whether it be further education, an apprenticeship or employment.

This qualification that will allow students to get to grips with key aspects of running small businesses with a focus on enterprise and marketing.

The two centre-assessed units offer practical task-based assessment opportunities, alongside the examined unit which contains underpinning knowledge and understanding, resulting in a focused qualification that complements a Key Stage 4/5 study programme alongside other vocational qualifications and GCSEs.

All results are awarded on the following scale:

Level 2 – Distinction\* (\*2), Distinction (D2), Merit (M2), Pass (P2)

Level 1 – Distinction (D1), Merit (M1), Pass (P1) and Unclassified.



# Enterprise & Marketing

**All learners will study three mandatory topics as follows:**

Unit 1: Enterprise and marketing concepts

Unit 2: Design a business proposal

## Unit 1

The first unit underpins the other learning in this qualification. Students will learn about the techniques businesses use to understand their market and develop products, investigate what makes a product viable and understand how businesses attract and retain customers. They will also learn about key aspects of small businesses, including ownership and functional activities.

Knowledge gained would be of use for further studies in other business and management qualifications including retail, marketing and customer service.

## Unit 2

In unit 2, students are provided with a business challenge. From this they will create a researched and costed business proposal. Students will need to undertake activities such as conducting market research, presenting data, using idea generation tools, seeking and acting on feedback, and costing proposals. This unit will develop students' self-assessment, collaborative working, creativity, numeracy, research and evaluative skills.

## Unit 3

In unit 3, students will prepare for and pitch their own business proposal that they developed in unit 2. Alongside developing a brand identity, students will investigate how to best promote their product and then plan and prepare their pitch. After delivering their practice and professional pitch they will review their own performance and business proposal. This unit will develop the students' analysis and self-evaluative skills as well as those relating to self-presentation.

The skills and knowledge developed in units 2 and 3 will be useful in a wide range of further qualifications and in applying for further education opportunities and jobs. Both units are assessed through an OCR-set assignment that is teacher marked and OCR moderated. The emphasis is on learners doing practical activities, showing how they can put their learning to use.



[www.southborough.kingston.sch.uk](http://www.southborough.kingston.sch.uk)