

	Term 1	Term 2
Key focus	Market and Pitch a Business Proposal	Enterprise & Marketing Concepts
Intent	Learners develop skills in marketing, pitching, and presenting a business proposal to potential stakeholders or customers. They focus on creating an effective marketing mix, considering audience engagement, and crafting a professional pitch to communicate their product or service's unique selling points. This unit emphasizes communication, confidence, and presentation skills in a business context.	Learners develop an understanding of key enterprise and marketing concepts, including identifying customer needs, understanding the competitive environment, and exploring factors that influence business success. They gain foundational knowledge on how to start and run a business, covering essential elements like market research, product development, pricing strategies, and promotion.
Key knowledge and skills	<p>AO1 - Understand the components of the marketing mix (product, price, place, promotion) and how they influence customer decisions.</p> <p>AO2 - Develop a marketing plan for a product or service, considering factors like target audience, budget, and promotional strategies.</p> <p>AO3 - Prepare a business pitch, incorporating key selling points and persuasive techniques to engage the audience.</p> <p>AO4 - Present the pitch effectively, demonstrating strong communication, professionalism, and the ability to respond to questions or feedback.</p>	<p>AO1 - Understand the purpose of different types of businesses and the role of enterprise in society.</p> <p>AO2 - Apply knowledge of market research methods to identify customer needs and understand the competitive environment.</p> <p>AO3 - Develop knowledge of product development, pricing, and promotional strategies and how they contribute to a successful marketing mix.</p> <p>AO4 - Analyse factors that impact business success, including financial considerations, customer satisfaction, and external influences.</p>
Key words/ vocabulary	Marketing mix, target audience, promotional strategy, unique selling point (USP), pitch, customer engagement, audience feedback, communication, professionalism, branding.	Enterprise, market research, target market, customer needs, competitive advantage, product development, pricing strategy, promotion, marketing mix, revenue, profit, customer satisfaction, business success.
Assessment method	Coursework – Unit R069. Internal assessment that includes creating a marketing plan and delivering a live or recorded business pitch.	Exam – Unit R067. External assessment covering theoretical knowledge and application of enterprise and marketing concepts.
Wider links	<p><i>Effective Pitching Techniques</i> (e.g., TED Talks, YouTube): Examples of successful pitches and public speaking techniques.</p> <p><i>Case Studies on Marketing Strategies</i>: Insights into real-world marketing plans and promotional strategies used by businesses.</p> <p><i>Branding and Promotion Guides</i> (e.g., HubSpot, Canva): Resources for creating visually engaging and persuasive marketing materials.</p>	<p>Entrepreneurship case studies: Real-world examples of successful startups and the strategies they used to grow.</p> <p>Market Research Resources (e.g., Mintel, Statista): Data sources for understanding consumer behaviours and market trends.</p> <p>Small Business Basics (Gov.uk): Practical guides on business planning, finance, and marketing strategies.</p>
Enrichment opportunities		
Careers links	Marketing manager, sales executive, public relations specialist, entrepreneur, business consultant, roles in advertising, media, and brand management.	Entrepreneur, business consultant, marketing manager, market researcher, sales manager, product manager, roles in business development, finance, and digital marketing.