

Enterprise and Marketing FAQs

1. What topic areas are covered on the course?

Over the course you will learn about a variety of aspects of Business including: Market Research; Market Segmentation; Business Finance; Business Organisational Structure; Advertising and how the external environment affects a business. These are just a few of the topics covered on the course but we basically cover every aspect of Business.

2. How is the course assessed?

You will be expected to complete two pieces of coursework which are worth 50% of the final grade and one examination which is worth 50% of the final grade.

3. When will we sit the external examination?

The external examination is sat in the summer of Year 10. The exam is 1 hour 30 minutes.

4. What are the two coursework units about?

The first coursework unit involves developing a new product proposal, this year it is based on the design and marketing of a new hat design.

The second piece of coursework involves you preparing a pitch to buyers to explain why they should stock your hat – Think Dragon's Den!

5. Do you get to work on the computers?

Yes, both coursework units are produced using the computers, you will also use them when studying for the examined unit.

6. Who will be teaching the OCR Enterprise and Marketing course?

Mrs Barker, Miss Banks and Mr Halliwell.

7. What skills do I need to be successful on this course?

Organisation skills are important so that you meet your coursework deadlines, communication skills so you can pitch your ideas to the Titus Salt Dragon's Den. Basic ICT skills and numeracy skills are also an advantage.

8. What progression routes are available after studying this course?

You can use the OCR National Enterprise and Marketing qualification to progress onto BTEC Level 3 Business, A Level Economics or any other BTEC or A Level qualification.

9. What job opportunities are there after studying this course?

Any business related job role including Human Resources, Accountancy and Finance, Marketing and Management.