



Year 11 Business

Parents & Students Support Evening





The course

- OCR Enterprise and Marketing
- Cambridge National
- Course Elements:

Element	Weighting	Notes
Exam	36%	Taken at end of Year 11 Tuesday 21 st May (am) 1 ¼ hr
Coursework #1	32%	Completed in Year 10
Coursework #2	32%	Being completed now, must be finished by December 23





Cambridge National Grading

Grade	Points	Old Grade
Level 1 Pass	1.25	F
Level 1 Merit	2.00	E
Level 1 Distinction	3.00	D
Level 2 Pass	4.00	C
Level 2 Merit	5.50	B
Level 2 Distinction	7.00	A
Level 2 Distinction*	8.50	A*





Mark Scheme

Topic Area 2: Create a promotional campaign for a brand and product

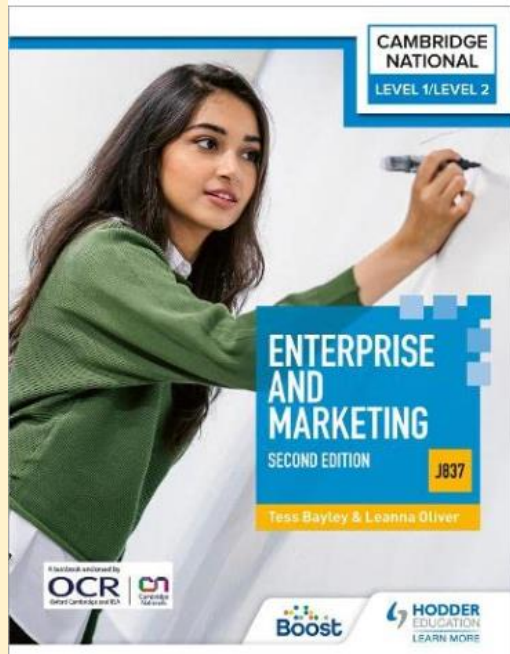
MB1: 1–3 marks	MB2: 4–6 marks	MB3: 7–9 marks
Explanation of promotional objectives and KPIs is basic .	Promotional objectives and KPIs are partly explained.	Promotional objectives and KPIs are comprehensively explained.
Basic digital and non-digital materials are created to raise awareness of the product, with limited or no reference to how they will work together, or to their suitability to the needs of the target customer profile.	Adequate digital and non-digital materials are created to raise awareness of the product, with some evidence that they will work together coherently and are suitable for the target customer profile.	Detailed digital and non-digital materials are created to raise awareness of the product, and includes clear evidence of how they will work together coherently and are fully appropriate to the needs of the target customer profile.
Limited consideration is given to the appropriateness of the timeframe for the promotional campaign.	Suitability of the timeframe for the promotional campaign is partly considered.	Suitability of the timeframe for the promotional campaign is fully considered.

If your work does not meet Mark Band 1 criteria, you will be awarded zero marks for this task.



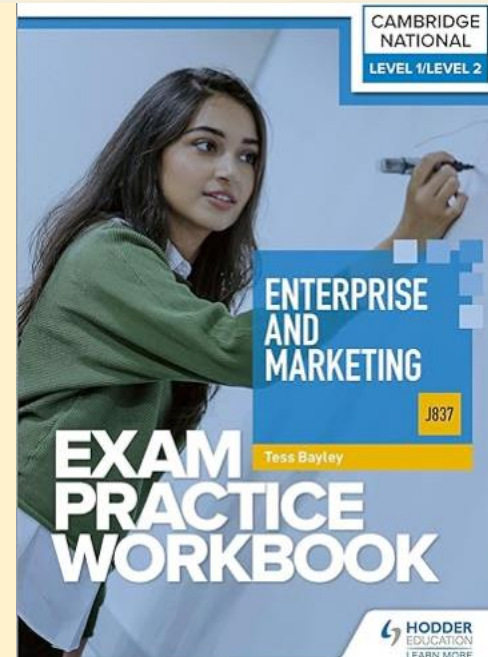


Useful Resources



£26

<https://amzn.eu/d/2g11QSn>



£6

<https://amzn.eu/d/4Q8EVph>

Be careful! Any book published before 2022 will be cheaper, but for the old specification course.







YouTube Channels

- Mr Weir's Computer Science

- MissChambersICT



Mr Weir's Computer Science
667 subscribers



MissChambersICT
733 subscribers





How you can help? Exams

- We will start preparing properly for the exams in January.
- Revision papers – ask students grades and where to improve.
- Talk about current affairs / business in the media.
- Revision cards

- **Tuesday 21st May (am) 1 ¼ hr**





How we can help? Coursework

- Students can access their coursework from home if they have saved on Google Drive / OneDrive.
- Talk about current affairs / business in the media.

- We are open **every day from 7:30**
- We are open **every lunchtime**
- Tuesdays and Wednesdays lunchtime dedicated to Coursework
- We are open **every day after school until 4:15**
- Thursdays after school dedicated to coursework.





Coursework #2 (started Sept '23)

Baslow Bags

- Section 1 – Branding / Promotion
- Section 2 – Preparing a pitch (*Please help!*)
- Section 3 – Delivering a pitch
- Section 4 – Reviewing and evaluating a pitch





Coursework

- Don't panic
- Don't let the molehill become the mountain
- Send in work regularly – creates a backup, gets feedback.

