



Enterprise and Marketing

Cambridge Nationals Enterprise and Marketing Level 1/2 Certificate

Description

This qualification is for learners who wish to develop applied knowledge and practical skills in enterprise and marketing. It is designed with both practical and theoretical elements, which will prepare students for further study of qualifications in enterprise, marketing or business.

Student Criteria

This course is ideal for those students who enjoy investigating Business Studies and are willing to work hard to meet deadlines and complete coursework. Students who are well-organised and methodical will thrive on this course.

Assessment

- 1 Written examination 1 hour 30 minutes (R064)
- 2 Centre assessed tasks (R065 and R066)

This course is constructed of three units:

⇒ Unit 1 – Enterprise and Marketing Concepts (R064)

This is an externally examined unit. The exam is 1 hour 30 minutes and is made up of two parts.

Part A – 16 multiple choice questions

Part B – short answer questions and three extended response questions.

⇒ Unit 2 – Design a business proposal (R065)

This unit is an internally assessed unit that will be marked by your teachers.

The aim of this unit is to design a product using a business challenge scenario.

⇒ Unit 3 – Market and pitch a business proposal (R066)

This unit is an internally assessed unit that will be marked by your teachers.

The aim of this unit is to develop the skills learnt in unit 2, and to consider how a unique brand identity and promotional plan are important.

Progression

Learners may progress onto a suitable vocational course such as OCR's Level 3 Cambridge Technicals in Business or A Levels in related subjects.