



Year 11 Term 1a: Market and pitch a business proposal		
Topics covered: Be able to develop a brand identity and promotional plan to target a customer profile	How it links to what has been studied before: Content connected to R065	How it links to what will be studied: Content connected to R065
Key words: Businesses Branding Developing Brand identity Written report Branding methods Techniques Logo Rationale Combination Brand mood board Collage Storyboard Brand ideas Sketch Success Customer profile Promotional objectives Product design Promotional methods Complement Customer profile	Key skills: Report writing, sketching, mood boarding	
Assessment focus LO1 - Be able to develop a brand identity and promotional plan to target a customer profile	Revision tips Coursework n/a	
Why we study it: This unit will provide learners with the skills and knowledge to design a product proposal to meet a business challenge scenario. Learners will be able to identify a customer profile for their own product design, develop market research tools and use these to complete market research for their product. Learners will use their research outcomes to generate product design ideas, assess their strengths and weaknesses and work collaboratively with peers to gain feedback to inform final design decisions. Learners will complete financial calculations to select a pricing strategy and determine whether their proposal is viable.		

Mastery in this subject

Explains comprehensively why businesses use different branding methods and techniques, using wholly appropriate examples.

Explains in detail most of the key factors to consider when planning a brand identity for their business proposal.

Creates a considered, wholly appropriate brand identity design for the business proposal, and thoroughly justifies why the chosen brand identity is likely to succeed, with comprehensive reference to how the brand appeals to the specific customer profile.

Thoroughly justifies the combination of brand methods or techniques chosen.

Year 11 Term 1b: Market and pitch a business proposal		
Topics covered:	How it links to what has been studied before:	How it links to what will be studied:
Be able to plan a pitch for a proposal	Content connected to R065	Content connected to R065
Key words: Script Visual Aids Keynote Slides Speaker notes Audience Potential questions	Key skills: Scripting Preparing Visual aid prints (e.g. PowerPoint slides) Using keynote slides Using speaker notes Preparing for potential audience questions	
Assessment focus - LO2 - Be able to plan a pitch for a proposal	Revision tips n/a	
Why we study it: This unit will provide learners with the skills and knowledge to design a product proposal to meet a business challenge scenario. Learners will be able to identify a customer profile for their own product design, develop market research tools and use these to complete market research for their product. Learners will use their research outcomes to generate product design ideas, assess their strengths and weaknesses and work collaboratively with peers to gain feedback to inform final design decisions. Learners will complete financial calculations to select a pricing strategy and determine whether their proposal is viable.		
Mastery in this subject Explains in detail all factors for consideration when planning a pitch for their business proposal. Resources/supporting materials produced are wholly relevant for the audience and business proposal. Responses to possible questions that the audience may pose are comprehensively considered and well planned for.		

