



**Marketing and Enterprise Curriculum Intent**

**RO68**

	What	Crucial Knowledge	Why?	How it links to other units
<p><b><u>Task 1:</u></b>  <b><u>Develop a brand identity to target a specific customer profile</u></b></p>	1.1 What is a brand?	<p>Branding                      A brand is an identity for a product and/or business.                      Brands help build a personality for a product or business; some brands are perceived as value for money, for example. Other brand personalities include being durable, luxurious, sporty or exciting.</p>	<p>At the end of the lesson students will be able to explain how customers perceive a brand</p>	
	1.2 Create a brand identity	<p>Brand Identity                      In addition to a brand name and logo, the colour scheme a business uses, the font style they use and the placement of their logo can all help build their brand identity. Ask anyone to name a 'green colour supermarket brand' for example!</p>	<p>At the end of the lesson students will be able to explain the importance of brand identity and how it is created</p>	<p>Links to R067 4.1 marketing mix</p>
	1.3 Why branding is used.	<p>Why is branding used?                      Trust – people often trust products that are branded compared to non-branded items.                      Brand recognition – having a brand name and logo helps people recognise a product and/or business.                      Product image – the perception of a product and/or business is often a result of branding.                      Differentiation – having a brand can support a business's aim to be different to what's already on the market (it could convey this message through a strapline, for example).</p>	<p>By the end of the lesson students will be able to explain why branding is used</p>	<p>Links to R067 4.1 marketing mix - product, as this will include differentiation, and 4.8 adding value</p>





	<p>1.5.2 Identify opportunities and threats in the external environment</p>	<p>The External Environment When developing new products, businesses often look at opportunities and threats that exist outside of the business itself (externally).</p> <p>Economic - Factors relating to the economy such as inflation and unemployment.</p> <p>Social- Trends in fashion, changes in taste and changing buying habits.</p> <p>Technological- Changes and advances in technology which can affect new product development.</p> <p>Ethical- The morals and values people have including environmental factors.</p>	<p>will understand how to carry out analysis on the effects of the external environment on a brand</p>	
<p><b><u>Task 2:</u></b> <b><u>Create a promotional campaign for a brand and product</u></b></p>	<p>2.1 How to create a promotional campaign for a product/brand</p>	<p>Promotional Campaigns The material used as part of a promotional campaign (such as a poster) must be appropriate for the product and the target customer profile.</p> <p>A successful promotional campaign needs planning in advance with a clear timeframe for the whole campaign and each activity within the campaign.</p>	<p>By the end of this lesson students will be able to explain the purpose of a promotional campaign</p>	<p>Links to R067 4.3 types of advertising</p>



	2.1.1 Explain the objectives of a promotional campaign	<p>Promotional campaigns also need to be reviewed so, beforehand, a business will identify what they think will be the outcomes if the campaign is to be considered a success; these are known as key performance indicators (KPIs).</p> <p>Promotional Objectives A promotional campaign is a series of activities a business plans to help promote a product. The reason the business carries out a promotional campaign is known as their promotional objectives.</p> <p>Promotional objectives could be: To raise awareness of a product or service To differentiate To create market presence To increase market share</p>	By the end of this lesson students will be able to outline the key objectives to set within a campaign and how to measure its success (KPI)	Links to R067 4.3 types of advertising
	2.1.2 Create a plan for a promotional campaign		By the end of this lesson students will be able to create and read a simple Gantt chart and link this to KPI of a marketing campaign	
<b><u>Task 3:</u></b> <b><u>Plan and pitch a proposal</u></b>	3.1 Considerations when planning a professional pitch	<p>Professional Pitches A professional pitch is a presentation of a new product or service to an audience, similar to those you see on Dragon's Den. When someone prepares a professional pitch, they consider a number of factors beforehand:</p>	By the end of the lesson students will be able to explain factors to consider when planning a business pitch	



		<p><b>The objectives</b> The objectives of the pitch are to inform the audience or to persuade the audience. This influences the presenter's style and language used.</p> <p><b>The audience</b> The presenter needs to be aware of who they are pitching their ideas to, tailoring the content and style of pitch to match.</p> <p><b>The venue</b> A suitable venue needs to be selected based on size, layout and equipment.</p> <p><b>Media/materials</b> The type of media (such as a presentation) used will be considered beforehand.</p> <p><b>Personal Appearance</b> The presenter needs to consider their appearance and ensure it suits the style of pitch being delivered (formal).</p> <p><b>Pitch Structure</b> Considering the order in which the pitch will be presented is an important factor; starting with an introduction, ending with a conclusion and with logically sequenced information.</p> <p><b>Use of Visual Aids</b> Including presentations and video clips.</p> <p><b>Audience Questions</b> Presenters often plan answers to audience questions before their pitch.</p>		
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	<p>3.2 Use and development of personal and presentation skills</p> <p>3.3 Benefits of using a practice pitch and deliver a professional pitch</p> <p>3.4 Review of practice pitch</p> <p>3.5 Delivering effective feedback</p>	<p><b>Pitch:</b> A method of communicating and presenting a business proposal to an audience</p>	<p>By the end of this lesson students will be able to explain the verbal and non-verbal skills needed when carrying out a professional pitch</p> <p>Understand the benefits of carrying out a practice pitch</p> <p>By the end of the lesson pupils will be able to amend their pitch based on feedback received</p> <p>By the end of this lesson pupils will be able to offer effective feedback to their peers within a pitch setting</p>	<p>Links to R067 1.1 entrepreneurial skills, specifically communication</p> <p>Links to R067 1.1 entrepreneurial skills, specifically communication</p> <p>Links to R067 1.1 entrepreneurial skills, specifically innovation</p> <p>Links to R067 1.1 entrepreneurial skills, specifically communication</p>
<p><b><u>Task 4:</u></b> <b><u>Pitch your business proposal to an audience</u></b></p>	<p>Pupils will use their final resources to deliver a professional pitch</p>		<p>By the end of the lesson pupils will be able to summarise all of their learning over the two courseworks</p>	<p>Links to R067 1.1 entrepreneurial skills, specifically communication and negotiation</p>



			and achieve their pitch objective	
<b><u>Taks 5:</u></b> <b><u>Reflect on your</u></b> <b><u>pitch and</u></b> <b><u>business</u></b> <b><u>proposal</u></b>	5.1 Review a professional pitch to an external audience.		By the end of the lesson students will be able to review a pitch based on its objectives	R068 3.3 and 4.3 will use the same skills of review as needed in this lesson
	5.2 Review of personal presentation skills		By the end of the lesson students will be able to explain how to review presentation skills	R068 3.3 and 4.3 will use the same skills of review as needed in this lesson