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| **What will we be learning?****Unit R069 –** Market and pitch a business proposal**In this unit you will learn how to design a brand which will make your product stand out in the market.** | **Why this? Why now?****CAM NAT – Enterprise and Marketing UNIT R069**Following on from unit R068 where you created a design proposal for your product, you now need to understand how to create a brand identity and promotional plan for your product proposal.  | **Key Words:****TA 1-**Brand IdentityBrand ImagePromotionPromotional MixTarget AudienceMarketing Message **TA2 –**PitchElevator PitchPresentation SkillsVisual AidsPersuasive Language**TA3 –**DeliveryFeedbackSelf-evaluationPeer reviewImprovements**TA4 –** StrengthsPresentation styleAudience engagementProfessionalism |
| **What will we learn?****TOPIC AREA 1 – Develop a brand identity to target a specific customer profile*** 1. What is a brand?
	2. Why branding is used
	3. Branding Methods
	4. Produce a competitor analysis

**TOPIC AREA 2 – Create a promotional campaign for a brand and product**2.1 How to create a promotional campaign for a product/brand**TOPIC AREA 3 –**   **Plan and pitch a proposal** * 1. Considerations when planning a professional pitch
	2. Use and development of personal and presentation skills
	3. Benefits of using a practice pitch
	4. Deliver a professional pitch

**TOPIC AREA 4** – Review a brand proposal, promotional campaign and professional pitch* 1. Review a brand using a range of sources
	2. Review a professional pitch to an external audience
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| **What opportunities are there for wider study?****Sixth form studies*** BTEC National Extended Certificate in Business
* A level Business Studies

**Careers/degree courses*** Marketing
* Finance
* Product Development
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| **How will I be assessed?*** 2 Set OCR assignments under teacher supervision (R068 & R069)
* 1 Final External Exam in Y11. (R067)
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