|  |  |  |
| --- | --- | --- |
| **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 Identity  Brand Image  Promotion  Promotional Mix  Target Audience  Marketing Message  **TA2 –**  Pitch  Elevator Pitch  Presentation Skills  Visual Aids  Persuasive Language  **TA3 –**  Delivery  Feedback  Self-evaluation  Peer review  Improvements  **TA4 –**  Strengths  Presentation style  Audience engagement  Professionalism |
| **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 | |
| **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 | |
| **How will I be assessed?**   * 2 Set OCR assignments under teacher supervision (R068 & R069) * 1 Final External Exam in Y11. (R067) | |