

OCR Level 1/Level 2 Cambridge National

Enterprise and Marketing

The Brunts Academy

What is Enterprise and Marketing?

Enterprise and Marketing will encourage students to:

- Understand and apply the fundamental principles and concepts of Enterprise and Marketing including characteristics of successful entrepreneurs, market research, financial viability, the marketing mix and factors to consider when starting up and running an enterprise.
- Develop learning and practical skills that can be applied to real-life contexts and work situations.
- Think creatively, innovatively, analytically, logically and critically.
- Develop independence and confidence in using skills that would be relevant to the business and enterprise sector.

Key Features of the Course:

This qualification will help students to develop:

- entrepreneurial skills and knowledge, which are key to the business and enterprise sector, sole trader skills and knowledge in areas such as e-marketing, creativity, pitching and cost modelling
- a full range of transferable skills including Verbal Communication/Presentation, Research, Problem Solving, Analytical Skills, Digital Presentation Planning and Creative Thinking.

What type of student is this suitable for?

The Level 1/Level 2 Cambridge National in Enterprise and Marketing is aimed at students who wish to develop applied knowledge and practical skills in enterprise and marketing.

Students may be interested in this if they want an engaging qualification where they will use their learning in practical, real-life situations, such as:

- Carrying out market research.
- Planning a new product and pitching it to a panel of experts.
- Reviewing whether a business proposal is financially viable.

What could this course lead on to?

You can progress from OCR Cambridge National in Enterprise and Marketing to other vocational qualifications such as Level 3 courses or an A Level in Business, as well as Apprenticeship courses in areas such as Business Administration.

Course Details: OCR Level 1/Level 2 Cambridge National in Enterprise and Marketing

Website: www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-2-j837/

Course Contact: Mr J Hough



AMBITION



INTEGRITY



INCLUSIVITY



ENDEAVOUR



RESILIENCE