



CAMBRIDGE NATIONAL CERTIFICATE IN MARKETING AND ENTERPRISE

**INTRODUCTION**

Learners will study three mandatory topics. The **first topic** underpins the wider learning in this qualification. Learners will develop essential knowledge and understanding of enterprise and marketing concepts, which can be applied to the other units within the qualification. Through the first topic learners will understand the main activities that will need to happen to support a start-up business, and what the key factors are to consider when starting up a business.

In the **second topic**, learners will develop the skills to design a business proposal to meet a specific business challenge. They will identify a customer profile for a specific product, complete market research to generate product design ideas, and use financial calculations to propose a pricing strategy and determine the viability of their product proposal.

In the **third topic**, learners will develop the skills to create a brand identity and promotional plan for their specific business product proposal developed in the second topic. They will develop pitching skills in order to pitch their business proposal to an external audience. Finally, they will review their pitching skills and business proposal using their learning, self-assessment and feedback gathered. The knowledge and skills developed by completing this topic will be transferable to further, related learning in areas such as enterprise, marketing or business.

**ENTRY REQUIREMENTS**

- 5 GCSEs at a minimum grade of an E or 3, or equivalent.

**GRADING**

The qualification will be graded with a Pass, Merit or Distinction. If the student’s overall grade does not meet level 2 standard, he/she could still be awarded a level 1 certificate.

**COURSE STRUCTURE & CONTENT**

To achieve the Level 2 Certificate, students must achieve the three mandatory units.

UNIT NO.	UNIT TITLE	ASSESSMENT
R064	Enterprise and Marketing Concepts	Mandatory: 1hr Examination Paper
R065	Design a Business Proposal	Mandatory: Centre Assessed tasks
R066	Market and Pitch a Business Proposal	Mandatory: Centre Assessed tasks

**PROGRESSION**

Successful completion of the Level 2 certificate, offers candidates several routes for progression:

- further learning opportunities within employment
- progression to level 3

*Please be advised that these may be subject to change.*