



Oxford Cambridge and RSA

OCR Level 1/Level 2 Cambridge National in Enterprise and Marketing
Qualification J837
Unit R069
Unit Recording Sheet

Please read the instructions printed at the end of this form. A Unit Recording Sheet must be completed for each candidate and unit.

Unit Title	Market and pitch a business proposal	Unit Code	R069	Session		Year	2	0		
Scenario Title										
Centre Name						Centre Number				
Candidate Name						Candidate Number				

Marking Criteria			Teacher Comments	Mark	Page No.
Task 1 – Topic Area 1: Develop a brand identity to target a specific customer profile					
MB1: 1 - 4 marks	MB2: 5 - 8 marks	MB3: 9 - 12 marks			
<p>Research into competitors' strengths, weaknesses and their unique selling point is limited.</p> <p>A basic analysis of the external environment is carried out.</p> <p>The review of the product's strengths, weaknesses and their unique selling point is limited.</p> <p>Briefly describes branding methods.</p> <p>Creates a brand personality for their business proposal and makes a basic case why the chosen brand personality is likely to succeed, with limited or no reference to how the brand appeals to the specific customer profile.</p> <p style="text-align: right;">[1 2 3 4]</p>	<p>Research into competitors' strengths, weaknesses and their unique selling point is adequate.</p> <p>A sound analysis of the external environment is carried out, but may lack detail.</p> <p>The review of the product's strengths, weaknesses and their unique selling point is sound.</p> <p>Partly explains the combination of branding methods.</p> <p>Creates a brand personality for their business proposal and makes a sound case why the chosen brand personality is likely to succeed, with some reference to how the brand appeals to the specific customer profile.</p> <p style="text-align: right;">[5 6 7 8]</p>	<p>Research into competitors' strengths, weaknesses and their unique selling point is comprehensive.</p> <p>A comprehensive analysis of the external environment is carried out.</p> <p>The review of the product's strengths, weaknesses and their unique selling point is fully considered.</p> <p>Comprehensively justifies the combination of branding methods.</p> <p>Creates a brand personality for their business proposal and makes a detailed case as to why the chosen brand personality is likely to succeed, with full and clear reference to how the brand appeals to the specific customer profile.</p> <p style="text-align: right;">[9 10 11 12]</p>		/12	

Marking Criteria			Teacher Comments	Mark	Page No.
Task 2 – Topic Area 2: Create a promotional campaign for a brand and product					
MB1: 1 - 3 marks	MB2: 4 - 6 marks	MB3: 7 - 9 marks			
<p>Explanation of promotional objectives and KPIs is basic.</p> <p>Basic digital and non-digital materials are created to raise awareness of the product, with limited or no reference to how they will work together, or to their suitability to the needs of the target customer profile.</p> <p>Limited consideration is given to the appropriateness of the timeframe for the promotional campaign.</p> <p style="text-align: right;">[1 2 3]</p>	<p>Promotional objectives and KPIs are partly explained.</p> <p>Adequate digital and non-digital materials are created to raise awareness of the product, with some evidence that they will work together coherently and are suitable for the target customer profile.</p> <p>Suitability of the timeframe for the promotional campaign is partly considered.</p> <p style="text-align: right;">[4 5 6]</p>	<p>Promotional objectives and KPIs are comprehensively explained.</p> <p>Detailed digital and non-digital materials are created to raise awareness of the product and includes clear evidence of how they will work together coherently and are fully appropriate to the needs of the target customer profile.</p> <p>Suitability of the timeframe for the promotional campaign is fully considered.</p> <p style="text-align: right;">[7 8 9]</p>		/9	

Marking Criteria			Teacher Comments	Mark	Page No.
Task 3 – Topic Area 3: Plan and pitch a proposal – Part One					
MB1: 1 - 2 marks	MB2: 3 - 4 marks	MB3: 5- 6 marks			
<p>Briefly explains factors for consideration when planning a pitch for a business proposal.</p> <p>Resources/supporting materials produced are superficial with limited thought to the needs of the target audience.</p> <p>Responses to possible questions that the audience may pose are briefly considered.</p> <p style="text-align: right;">[1 2]</p>	<p>Adequately explains factors for consideration when planning a pitch for a business proposal.</p> <p>Resources/supporting materials produced are adequate showing some thought has been given to the needs of the target audience.</p> <p>Responses to possible questions that the audience may pose are adequately considered.</p> <p style="text-align: right;">[3 4]</p>	<p>Comprehensively explains factors for consideration when planning a pitch for a business proposal.</p> <p>Resources/supporting materials produced are detailed and fully tailored to the needs of the target audience.</p> <p>Responses to possible questions that the audience may pose are fully considered.</p> <p style="text-align: right;">[5 6]</p>			
			/6		
Task 3 – Topic Area 3: Plan and pitch a proposal – Part Two			Teacher Comments	Mark	Page No.
MB1: 1 - 2 marks	MB2: 3 - 4 marks	MB3: 5 - 6 marks			
<p>Basic or no support offered to peers during their practice pitch.</p> <p>Limited refinement of pitching skills, pitch plans and supporting materials based on feedback.</p> <p style="text-align: right;">[1 2]</p>	<p>Some support offered to peers during their practice pitch.</p> <p>Sound refinement of pitching skills, pitch plans and supporting materials based on feedback.</p> <p style="text-align: right;">[3 4]</p>	<p>Effective support offered to peers during their practice pitch.</p> <p>Fully refines pitching skills, pitch plans and supporting materials based on feedback.</p> <p style="text-align: right;">[5 6]</p>			
			/6		

Marking Criteria			Teacher Comments	Mark	Page No.
Task 4 – Topic Area 3: Plan and pitch a proposal					
MB1: 1 - 2 marks	MB2: 3 - 4 marks	MB3: 5 - 6 marks			
<p>Visual aids, resources and supporting materials are used with limited effectiveness to aid delivery of the pitch.</p> <p>A basic outline of the business proposal is presented using limited presentation skills.</p> <p style="text-align: right;">[1 2]</p>	<p>Visual aids, resources and supporting materials are used with adequate effectiveness to aid delivery of the pitch.</p> <p>An adequate outline of the business proposal is presented using sound presentation skills.</p> <p style="text-align: right;">[3 4]</p>	<p>Visual aids, resources and supporting materials are used with full effectiveness to aid delivery of the pitch.</p> <p>A comprehensive outline of the business proposal is presented using effective presentation skills.</p> <p style="text-align: right;">[5 6]</p>		/6	
MB1: 1 - 3 marks	MB2: 4 - 6 marks	MB3: 7 - 9 marks			
<p>Demonstrates basic time management skills.</p> <p>Limited evidence of consideration given to tailoring the pitch to meet the needs of the audience.</p> <p>Basic content in the pitch to persuade the business to produce the product.</p> <p>Limited answers are given to questions posed.</p> <p style="text-align: right;">[1 2 3]</p>	<p>Demonstrates sound time management skills.</p> <p>Some evidence of consideration given to tailoring the pitch to meet the needs of the audience.</p> <p>Adequate content in the pitch to persuade the business to produce the product.</p> <p>Adequate answers are given to questions posed.</p> <p style="text-align: right;">[4 5 6]</p>	<p>Demonstrates effective time management skills.</p> <p>Clear evidence of consideration given to tailoring the pitch to meet the needs of the audience.</p> <p>Clear and effective content in the pitch to persuade the business to produce the product.</p> <p>Fully justified answers are given to questions posed, demonstrating a full understanding of the proposal and potential issues raised.</p> <p style="text-align: right;">[7 8 9]</p>		/9	

Marking Criteria			Teacher Comments	Mark	Page No.
Task 5 – Topic Area 4: Review a brand proposal, promotional campaign and professional pitch					
MB1: 1 - 4 marks	MB2: 5 - 8 marks	MB3: 9 - 12 marks			
<p>A basic review of own pitch/pitching skills is completed. Strengths and areas for development regarding the pitch/pitching skills are briefly described.</p> <p>A basic review of your business proposal is completed using a limited range of evidence.</p> <p>The likely success of the business proposal is briefly explained.</p> <p>Strengths and areas for future development of your business proposal are briefly described.</p> <p style="text-align: right;">[1 2 3 4]</p>	<p>A sound review of own pitch/pitching skills is completed. Strengths and areas for development regarding the pitch/pitching skills are adequately explained.</p> <p>A sound review of your business proposal is completed using a range of evidence.</p> <p>The likely success of the business proposal is adequately explained.</p> <p>Strengths and areas for future development of your business proposal are adequately explained.</p> <p style="text-align: right;">[5 6 7 8]</p>	<p>A comprehensive review of own pitch/pitching skills is completed. Strengths and areas for development regarding the pitch/pitching skills are fully explained.</p> <p>A comprehensive review of your business proposal is completed using a range of evidence.</p> <p>The likely success of the business proposal is comprehensively explained.</p> <p>Strengths and areas for future development of your business proposal are comprehensively assessed.</p> <p style="text-align: right;">[9 10 11 12]</p>		/12	
Total				/60	

Please tick to confirm this work has been standardised internally	
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Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (www.ocr.org.uk).

A Centre Authentication form (CCS160) **must** be completed for each submission to the moderator. This **must** be held in your centre to be available on request at centre inspection.

Guidance on Completion of this Form

- 1 One form should be used for every candidate.
- 2 Please make sure that all parts of the form are completed.
- 3 Please enter specific page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- 4 Circle/highlight the mark awarded for each strand of the marking criteria in the appropriate box.
- 5 Enter the circled/highlighted mark in the 'Mark' column.
- 6 Add the marks for the strands together to give a total out of 60. Enter this total in the relevant box.
- 7 For Paper-based submissions, one of these sheets, suitably completed, should be attached to the assessed work of each candidate.
- 8 For Electronic Internal submissions, prior to submitting 'candidate evidence' to OCR (via the Repository/SfA or via a USB), the Centre should add a separate folder containing the Unit Recording Sheets.