Meden School Curriculum Planning							
Subject	BTEC Media	Year Group	11	Sequence No.	MTP 3	Topic	RO66

Retrieval	Core Knowledge	Student Thinking
What do teachers need to retrieve from students before they start teaching new content?	What specific ambitious knowledge do teachers need to teach students in this sequence of learning?	What real life examples can be applied to this sequence of learning to develop our students' thinking, encouraging them to see the inequalities around them and 'do something about them!'
Students' knowledge from KS3 units will be helpful. E.g. knowledge of branding, creating designs and plans, spreadsheets, responding to industry style briefs, responding to audience needs etc are all useful knowledge from the KS3 Computing curriculum that can be reapplied	**TAKEN FROM THE OCR SCHEME OF LEARNING** LO1 Introduction to new unit: Brand identity: • what is a brand? • brand personality • strategies • images. LO1 The benefits of branding to a business to include: Trust, recognition, image, quality, adding value etc. LO1 Brand Identity. LO1 Researching brands relating this to target customers to include: • target market	Branding media clip to introduce the topic https://www.bbc.com/education/clips/zt7fb9q Introductory task for branding topic http://www.beebusinessbee.co.uk/index.php/btec-first-business/30-unit-3-promoting-a-brand-branding-methods-and-techniques Delivery Guide Unit **R066** Market and pitch a business proposal LO1 Introduction to brand identities page 8 http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf Advantages of branding products: https://www.tutor2u.net/business/reference/brands-and-branding-introduction Delivery Guide Unit **R066** Market and pitch a business proposal LO1 Benefits of branding page 9 http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf OCR Lesson element task http://www.ocr.org.uk/Images/361192-unit-r066-brand-identity-lesson-element.docx **Learners must pass R065 before completing R066 unit. If any learners within the group have not passed then an opportunity to re-complete the task can be given and should be built into the scheme of work which may alter the delivery of the course. From this**

| throughout this component. | • customer profiling.

LO1 Different promotional objectives that businesses need to consider and methods to include:
• digital
• offline/traditional promotions.

LO1 Select and justify appropriate promotional methods to include:
• key factors
• appeal to audience
• types of sales promotions linked to audience
• how methods complement each other.

Revision of Branding to include:
Brand identity
• target market
• customer profiling.

Different promotional objectives
• digital
• offline/traditional promotions.

Appropriate promotional methods to include:
• key factors
• appeal to audience
• types of sales promotions linked to audience | **week on learners should be given a specific time frame to complete the work and submit for re-marking from this point on. Additional lessons may be required.**

Delivery Guide Unit **R066** Market and pitch a business proposal LO1 Research other brands and their appeal to target customers page 9
http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf

Website explaining some of the different types of digital promotion
http://www.optimistics.co.uk/blog/business-promotion-digital-marketing-mix#.Wurn5kxFzIU

Case Study of a Business wanting to promote their business online using digital promotion: http://www.bbc.co.uk/guides/zs8h6yc#zjhbgdm
Media clip of more traditional methods of advertising such as billboards, tv adverts, magazines, newspapers, word of mouth etc.
http://www.bbc.co.uk/schools/gcsebitesize/business/marketing/productlifecyclevid.shtml

Delivery Guide Unit **R066** Market and pitch a business proposal LO1 Select and justify methods of promotion to meet promotional objectives page 9
http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf

Website on what to consider when considering promotional methodshttps://www.tutor2u.net/business/reference/promotion-introduction

Website focusing on promotions to appeal to customers with sales promotions
https://www.tutor2u.net/business/reference/marketing-sales-promotion

Website article highlighting the importance of getting promotions right and how social media can have a negative affect
http://www.bbc.co.uk/newsbeat/article/37285515/anger-on-social-media-over-sainsburys-3-on-the-go-meal-deal-changes |

	• how methods complement each other. LO1 Developing a promotional plan in business. LO2 What is a business pitch? LO2 How to plan a pitch considering: • audience • objectives • location • method • structure • visual aids. LO2 Plan a pitch. LO2 Plan a pitch to an audience. LO2 Considerations of personal appearance when delivering a pitch. LO2 Anticipating potential questions when delivering a pitch to an audience. LO2 Mini pitches to give constructive feedback to each presenter (peer). LO3 'How Good Are Your Presentation Skills?'	Delivery Guide Unit **R066** Market and pitch a business proposal LO1 Developing a promotional plan page 10 http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf Entrepreneurship and enterprise introduction https://www.bbc.com/education/guides/z8c9jxs/revision/1 Two examples of pitches presented by children https://www.youtube.com/watch?v=H0kbMpQ5Qc4 https://www.youtube.com/watch?v=tK_Ps0qTcus https://www.bbc.co.uk/cbbc/shows/pocket-money-pitch https://startups.co.uk/how-to-pitch-to-a-dragon-with-deborah-meaden/ http://articles.bplans.co.uk/financing-a-business/delivering-a-winning-business-plan-pitch/272 Resources for a pitch https://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/ https://www.slidegenius.com/blog/how-printed-handouts-benefit-your-business-presentation/ http://smallbusiness.chron.com/advantages-disadvantages-visual-communication-42511.html Delivery Guide Unit **R066** Market and pitch a business proposal Producing effective visual aids page 14 http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf Lesson element task http://www.ocr.org.uk/Images/361193-unit-r066-plan-a-pitch-for-a-proposal-lesson-element.doc Lesson element task http://www.ocr.org.uk/Images/361194-unit-r066-pitch-a-proposal-to-an-audience-lesson-element.doc

	Quiz to gain the learners self-assessment regarding giving presentations as well as tips on how to: • understand your audience • preparing your content • delivering confidently • controlling the environment. • how to support your peers when delivering a presentation • preparing for feedback. LO3 Preparing a script for an assessment. LO3 Lesson Element. Unit R066: Market and pitch a business proposal Be able to plan a pitch for a proposal. LO3 Lesson Element. Unit **R066**: Market and pitch a business proposal Be able to pitch a proposal to an audience. LO4 How to be successful when delivering a pitch which can then be used to review a pitch. LO4 Comparing the outcomes of a pitch to include: • presentation objectives • review of presentation.	Delivery Guide Unit **R066** Market and pitch a business proposal Personal appearance – dressing for success page 14 http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf Delivery Guide Unit **R066** Market and pitch a business proposal Anticipating potential questions page 14 http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf Delivery Guide Unit **R066** Market and pitch a business proposal Three-minute mini-pitch page 15 http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf Resource to aid learners https://www.mindtools.com/pages/article/newCS_96.htm Delivery Guide Unit **R066** Market and pitch a business proposal Supporting peers and how to prepare for feedback from peers page 15 http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf Delivery Guide Unit **R066** Market and pitch a business proposal Preparing a script page 15 http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf Lesson element task http://www.ocr.org.uk/Images/361193-unit-r066-plan-a-pitch-for-a-proposal-lesson-element.doc Lesson element task http://www.ocr.org.uk/Images/361194-unit-r066-pitch-a-proposal-to-an-audience-lesson-element.doc Script of a media clip on how to become a successful entrepreneur https://bam.files.bbci.co.uk/bam/live/content/z8rbd2p/transcript Learners could use the information to review a pitch

	LO4 Reviewing a business proposal to include: • product proposal • pricing strategy • brand • promotional plan • relevance and appeal • review the proposal • future developments. Introduction to the OCR-set assignment for Unit R066. Teachers must read the 'General information for learners' within the assignment brief, scenario and learner tasks. Learners must be aware of the 12-15 hours given for this task in lesson time. Completion of R066 Market and pitch a business proposal OCR-set assignment in lesson time for 12-15 hours.	Delivery Guide Unit **R066** Market and pitch a business proposal Importance of self-review and development page 16 http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf Using an episode of Dragons Den, learners could write general pitch objectives and review these against an episode that they could watch. http://www.bbc.co.uk/dragonsden/entrepreneurs/ Delivery Guide Unit **R066** Market and pitch a business proposal Reflection after delivering a professional pitch to an external page 16 http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf audience Delivery Guide Unit **R066** Market and pitch a business proposal Review of business proposal page 16 http://www.ocr.org.uk/Images/361191-unit-r066-delivery-guide.pdf Market and pitch a business proposal R066 OCR-set assignment Teacher to refer to candidate styles answers to aid the marking when required http://www.ocr.org.uk/Images/400118-unit-r066-candidate-style-answers.pdf All learner internal assessment results must be submitted to OCR for 15th May using the method that you as a centre have chosen.
Vocab List		

Meden School Curriculum Planning – Medium Term Plan

SME, enterprise, company, firm, business, micro, staff, sole-trader, partnership, limited liability partnership, limited liability, ltd, social enterprise, location, physical, online, side hustle, sector, B2B, B2C, social enterprise, goods, services, bricks, clicks, flips, e-commerce, break-even, expansion, sales, ethics, social service, skills, characteristics, time management, negotiation, risk, versatility, motivation, proactiveness, adaptability, resilience, adversity, optimism, vision, resourcefulness, capacity to inspire.