



Year 11 Cambridge Nationals in Enterprise and Marketing

Y11 Skills

Interpreting the question. - Applying knowledge (AO1)

Following structures based on the command word

Applying evidence from the text to help back up an answer. (AO2)

Using connectives to develop answers (AO3)

Use and develop personal and presentation skills to deliver a professional pitch

Y11 Knowledge

RO64 Revision

RO66 Coursework

Learning Outcome 1: Be able to develop a brand identity and promotional plan to target a customer profile

Learning Outcome 2: Be able to plan a pitch for a proposal

Learning Outcome 3: Be able to pitch a proposal to an audience

Learning Outcome 4: Be able to review the strengths and weaknesses of a proposal and pitch