

Enterprise and Marketing – Course Information

Exam Board: OCR

Full Course Name: Level 1/Level 2 Cambridge National in Enterprise and Marketing

Full Course Code: J837

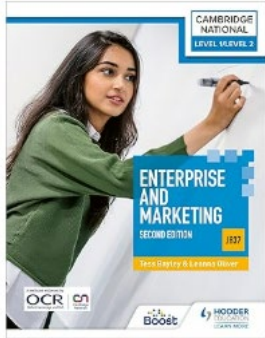
Type of Qualification: Cambridge National

Examination Structure (Full Course):

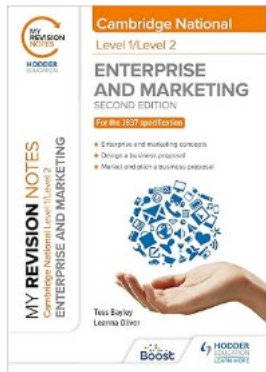
Unit Name	Coursework / Controlled Assessment / Examination	Date range / Deadline(s) (Subject to change)	Content in this unit	Percentage of course	Useful links
R068- Design a Business Proposal	Controlled Assessment	Summer 2026	Topic 1: Market research (practical) Topic 2: Customer profile Topic 3: Product proposal Topic 4: Review financial viability (practical) Topic 5: Review success of a business proposal	30%	Video Resources: https://www.youtube.com/playlist?list=PL31EOMw-r2Hi-k9IGna42hevnvJUBeb Additional Learning Resources: https://www.meanbusiness.co.uk/
R069- Market and Pitch a Business Proposal	Controlled Assessment	Summer 2027	Topic 1: Develop a brand identity Topic 2: Promotional campaign Topic 3: Plan and pitch a proposal (practical) Topic 4: Review brand, campaign, and pitch	30%	
R067- Enterprise and Marketing Concepts	Examination	Summer 2027	Topic 1: Characteristics, risk, and reward for Enterprise. Topic 2: Market research (theory) Topic 3: Financial Viability Topic 4: Marketing Mix Topic 5: Enterprise start-up	40%	

Online Revision Guides:

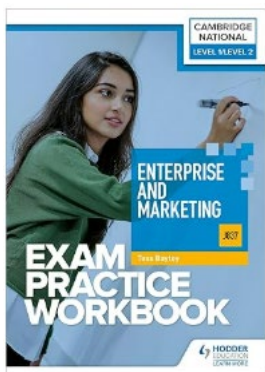
Course Textbook: Level 1 / 2 Cambridge National in Enterprise and Marketing (J837): Second Edition (ISBN: 978-1398351219)



R067 Revision Guide: My Revision Notes: Level 1/Level 2 Cambridge National in Enterprise & Marketing: Second Edition (ISBN: 978-1398351226):



R067 Exam Practice: Level 1/Level 2 Cambridge National in Enterprise and Marketing (J837) Exam Practice Workbook (ISBN: 978-1398384866):



Past Papers (including mark schemes):

<https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-2-j837/assessment/>

Link to Specification:

<https://www.ocr.org.uk/Images/610949-specification-cambridge-nationals-enterprise-and-marketing-j837.pdf>