

WELCOME TO...

ENTERPRISE & MARKETING



Grading

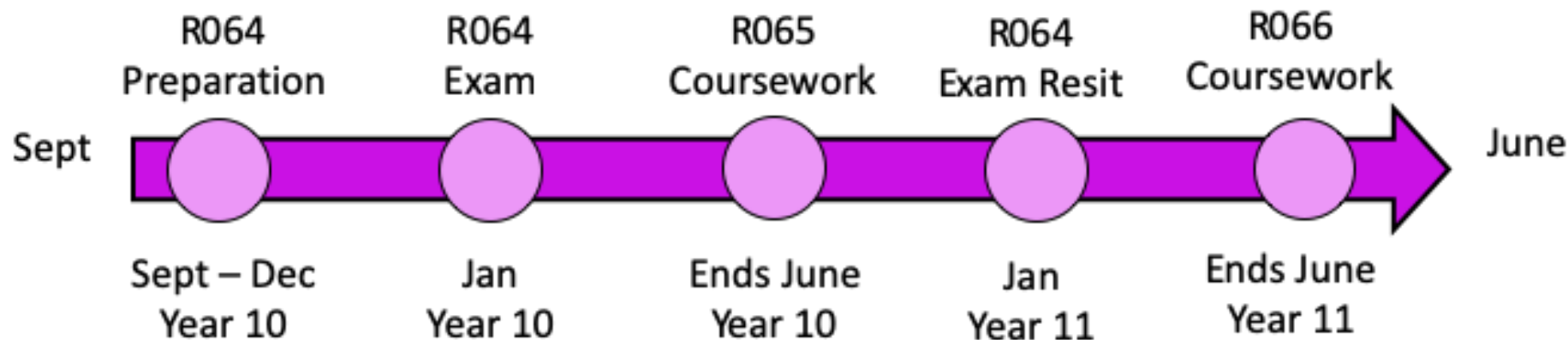
The grade you will receive for this course is different to your other GCSE subjects:

Enterprise & Marketing Grade	If it was a GCSE...
Level 1 Pass (P1)	1.25
Level 1 Merit (M1)	2
Level 1 Distinction (D1)	3
Level 2 Pass (P2)	4
Level 2 Merit (M2)	5.5
Level 2 Distinction (D2)	7
Level 2 Distinction* (D2*)	8.5

The marks you receive for each of the 3 units add up. There's a maximum of **240 marks available**.

To achieve a grade, you will need at least **72/240**.

For the same as a standard pass at GCSE, you will need at least **144/240**.



Enterprise and Marketing

- This course focuses on the product development and marketing aspects of Business Studies.



- R064 is the exam unit.
- The exam is 1 hour 30 minutes long and has 80 marks available. You can use a calculator.
- The exam is completed on paper in the hall.
- You will receive a revision guide to help you prepare for this exam.
- Some of the topics you learn for the exam will be useful for your coursework units (and vice versa!).

- R065 is a coursework unit.
- You will need to produce a portfolio of work and design a product (at the moment for a cool fashion brand which appeals to teenagers) for a scenario you will be given.
- There are 60 marks available for this unit.
- Most of the work for this unit will be completed in school, some planning and research will be completed outside of lesson time.

- R066 is the second coursework unit.
- Again, you will need to produce a portfolio of work. This work will follow on and link to the work you produce for R065.
- There are 60 marks available for this unit.
- Task 3 for this unit involves you conducting a professional business pitch.