



ENTERPRISE & MARKETING CURRICULUM OVERVIEW

Mrs D Grannell

September 2026



Mission Statement

Believe. Belong. Achieve.

At All Hallows RC High School, we are a Christ-centred community committed to living out the Gospel values in every aspect of our school life. Our school mission is to inspire, support and challenge every member of our school. We **believe** that every person is created in the image of God and that they grow in faith guided by the teachings of Christ. We strive to foster an environment where love, peace, courage, justice and kindness guide our actions so we develop into compassionate, resilient individuals who contribute positively to the world around them.

We are a community built on love, demonstrating unconditional respect and kindness for all. By fostering strong relationships, we ensure that every individual feels that they **belong**, are valued, supported and accepted as part of our family. We celebrate our differences and each person's uniqueness. We encourage forgiveness and understanding to create an environment where every pupil can flourish in their own way.

Through these values, All Hallows RC High School nurtures the whole person spiritually, academically and socially so they can **achieve**. We are a school where the Gospel values are not just ideals but the foundation of everything we do. With Christ at the centre, we enrich the lives of our pupils and guide them on the path of faith, purpose and integrity.



KS4 Order of Teaching 2026 to 2028 Enterprise and Marketing

Year	Term 1		Term 2		Term 3	
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
10	R067 Exam Unit TA1 Characteristics, risk and reward for enterprise Introduction to enterprise and entrepreneurs	R067 Exam Unit TA2 Market research to target a specific customer R068 preparation and practice research	R068 Coursework TA1 Carry out market research TA2 Identify a customer profile OCR set assignment	R068 Coursework TA3 Develop a product proposal Design ideas, feedback and final design	R068 Coursework TA4 Review financial viability Costs, pricing, revenue, profit and break even	R068 Coursework TA5 Review the likely success of the proposal Completion and internal assessment
11	R069 Coursework TA1 Develop a brand identity TA2 Create a promotional campaign	R069 Coursework TA3 Plan and pitch the business proposal Deliver the professional pitch	R069 Coursework TA4 Review the brand, campaign and pitch Completion and internal assessment	R067 Exam Unit TA3 Financial viability TA4 Create a marketing mix Synoptic exam practice	R067 Exam Unit TA5 Starting and running an enterprise Full course revision and mock examination	R067 Final Examination 1 hour 15 minute written paper OCR set and marked Terminal assessment series

Assessment Overview

R067 70 marks, 1 hour 15 minutes, written examination set and marked by OCR. **R068** 60 marks, approximately 10 to 14 hours of assessed coursework, centre assessed and OCR moderated. **R069** 60 marks, approximately 10 to 14 hours of assessed coursework, centre assessed and OCR moderated.

The R067 examination is taken in the final assessment series in line with OCR's terminal assessment rule.



All Hallows RC High School

Believe. Belong. Achieve.