

# Cambridge National Enterprise & Marketing Level 2

Coursework if applicable: Ongoing coursework finalisation – students working independently to set deadline —————→

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
<p><b>Lesson 1</b></p> <p><b>Coursework Evidence Gathering</b></p> <p>Completion in absence of access to IT and student RO65 CW Improvements – RO66 - LO1 Develop brand identity, and LO2 to be able to plan a pitch for a proposal.</p> <p><b>(RO66 LO1-LO2)</b></p> <p><b>Lesson 2+3</b></p> <p><b>Coursework Evidence Gathering -</b></p> <p>Independent work on priority areas of coursework focus</p> <p><b>(RO65-66)</b></p>	<p><b>Lesson 1</b></p> <p><b>Coursework Evidence Gathering</b> Independent work on priority areas of coursework focus</p> <p><b>(RO66 LO1-LO2)</b></p> <p><b>Lesson 2+3</b></p> <p><b>Coursework Evidence Gathering -</b></p> <p>Independent work on priority areas of coursework focus</p> <p>Student Self Evaluation = reminder of deadline for submission.</p> <p><b>(RO65 – 66)</b></p>	<p><b>Lesson 1</b></p> <p><b>Consolidation of Learning</b></p> <p>Revision Techniques +:</p> <p>LO1 - How to target a Market.</p> <p>LO2 - What makes a product or service financially viable.</p> <p>LO3- Product Development.</p> <p><b>(RO64 – LO1)</b></p> <p><b>Lesson 2+3</b></p> <p><b>Evidence Gathering -</b></p> <p>Selection of Questions from LO1-L03</p> <p><b>(RO64 – LO1- LO3)</b></p>	<p><b>Lesson 1</b></p> <p><b>Consolidation of Learning</b></p> <p>LO4 - How to attract and retain customers.</p> <p>LO5 - Factors to consider when setting up a business.</p> <p>LO6 – Different Functional activities needed to support a business.</p> <p><b>(RO64 – LO4- LO5)</b></p> <p><b>Lesson 2+3</b></p> <p><b>Evidence Gathering</b></p> <p>Selection of Questions from LO4-L06</p>	<p><b>Lesson 1</b></p> <p><b>Consolidation of Learning</b></p> <p>Exam technique.</p> <p><b>(RO64 – LO6)</b></p> <p>Past Paper (1)</p> <p><b>(RO64)</b></p> <p><b>Lesson 2+3</b></p> <p><b>Evidence Gathering -</b></p> <p>Past Paper (2)</p> <p><b>(RO64)</b></p>	<p><b>Lesson 1</b></p> <p><b>Consolidation of Learning</b></p> <p>Past Paper 2</p> <p><b>(RO64)</b></p> <p><b>Lesson 2+3</b></p> <p><b>Evidence Gathering -</b></p> <p>Past Paper (2b)</p> <p><b>(RO64)</b></p> <p>Evidence Gathering</p> <p>Final coursework submission deadline</p> <p><b>(RO65-66)</b></p>	<p><b>Lesson 1</b></p> <p><b>Catch up Evidence Gathering -</b></p> <p>Where applicable: Targeted Part Paper (LO Tests)</p> <p><b>(RO64)</b></p> <p><b>Lesson 2+3</b></p> <p><b>Catch up Evidence Gathering -</b></p> <p>Where applicable: Part Paper (LO Tests)</p> <p><b>(RO64)</b></p> <p>All students work to submit / finalise coursework.</p>
<b>Coursework evidence gathering in class</b>		<b>Consolidation/revision in preparation for Evidence Gathering.</b>		<b>Evidence gathering opportunities where written exam is applicable</b>		<b>Catchup opportunity</b>