### YEAR 10 OCR Marketing & Enterprise – 2019-2020

#### HT 1 (3rd September – Friday 25th October, 2019 - 8 weeks)

<table>
<thead>
<tr>
<th>Wk</th>
<th>Unit R065 L03.1</th>
<th>Wk4</th>
<th>Unit R065 L03.2</th>
<th>Wk5</th>
<th>Unit R065 L04</th>
<th>Wk6</th>
<th>Wk7</th>
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<tbody>
<tr>
<td>Wk1</td>
<td>UNIT R064: Understanding how to target a market</td>
<td>Wk4</td>
<td>STAR</td>
<td>Wk5</td>
<td>UNIT R064: Understand what makes a product or service financially viable</td>
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#### HT 2 (4th November – 20th December 2019 - 7 weeks)

<table>
<thead>
<tr>
<th>Wk9</th>
<th>UNIT R064 Intro</th>
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<tr>
<td>Wk10</td>
<td>UNIT R064: Understanding how to target a market</td>
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<td>Wk13</td>
<td>UNIT R064: Understand what makes a product or service financially viable</td>
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<td>Wk14</td>
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<td>Wk16</td>
<td>UNIT R064: Understand what makes a product or service financially viable</td>
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#### HT 3 (6th January – 14th February 2020 - 6 weeks)

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<tr>
<th>Wk18</th>
<th>UNIT R064: Understanding product development</th>
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<tr>
<td>Wk19</td>
<td>UNIT R064: Understanding how to attract and retain customers</td>
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<td>Wk22</td>
<td>UNIT R064: Business start up considerations</td>
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<td>Wk26</td>
<td>UNIT R064: Business functional activities</td>
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#### HT 4 (24th February – 3rd April 2020 - 6 weeks)

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<tr>
<th>Wk27</th>
<th>UNIT R064: Classroom prelim</th>
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#### HT 5 (20th April – 22nd May 2020 - 5 weeks)

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<th>Wk34</th>
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### What does this year contribute towards?

Year 2 of the OCR course completing unit R064 Exam and R065 Coursework.