


<p>RO69 Market and Pitch a Business Proposal</p> <p>(Coursework)</p> <p>Subject Intent</p>	<p>Following on from unit R068 where you created a design proposal for your product, you now need to understand how to create a brand identity and promotional plan for your product proposal.</p> <p>In this unit you will learn how to design a brand which will make your product stand out in the market, before creating a promotional campaign to get your brand noticed by customers. Your promotional campaign will include you choosing different methods of promotion which you think are most suitable for your target customers. You will then need to create a presentation that you will pitch to an audience.</p> <p>To help you prepare for this, you will first practise in front of your peers, asking them to review your presentation and feed back ways in which you can improve it. You will also need to offer feedback to others in your group about their pitches. After delivering your professional pitch to an audience, you will reflect on your pitching skills, your brand, your promotional campaign and the likely success of your product.</p> <p>On completion of this unit you will have gained some of the essential skills and knowledge needed to start a business. You will also have gained the transferable skills of creativity, self-assessment, providing and receiving feedback, communication and evaluation.</p>			
	<p>RO69 Market and Pitch a Business Proposal</p>	<p>RO69 Market and Pitch a Business Proposal</p>	<p>RO69 Market and Pitch a Business Proposal</p>	
<p>Topic Titles (in order of delivery)</p> <p>Topic Area (TA)</p>	<p>R069 (TA1): Branding; opportunities and threats</p> <p>R069 (TA2): Promotional plan and materials</p>	<p>R069 (TA3): Planning a pitch and presentation skills</p> <p>R069 (TA3): Practice pitch; feedback; professional pitch</p>	<p>R069 (TA5): Review brand, pitch, and skills</p> <p>NEA: Ready to submit for moderation</p> <p>Exam revision (R067)</p>	
<p>Key knowledge / Retrieval topics</p>	<p>Develop a brand identity to target a specific customer profile</p> <p>1.1 What is a brand? 1.2 Why is a brand used? 1.3 Branding methods 1.4 Produce a competitor analysis</p>	<p>Plan a pitch a proposal</p> <p>3.1 Use and development of personal and presentation skills 3.2 Deliver a professional pitch 3.3 Considerations when planning a professional pitch</p>	<p>Review a brand proposal, promotional campaign, and professional pitch</p> <p>4.1 Review a brand using a range of sources 4.2 Review a professional pitch to an external audience 4.3 Compare the outcomes of the pitch with the initial objectives</p>	

	<p>1.5 Identify opportunities and threats in the external environment</p> <p>Create a promotional campaign for a brand and product</p> <p>2.1 How to create a promotional campaign for a product/brand</p> <p>2.2 Explain the objectives of a promotional campaign</p> <p>2.3 How to create appropriate promotional materials</p>		
Assessment	<ul style="list-style-type: none">• Coursework booklet to each student• Each task is broken down• Deadlines at set points• On-going support		