

	What will I learn?	How will I learn it?	Why is it important that I learn this?	Why am I learning this now?
Year 11  Market and pitch a business proposal	<p>To develop a brand identity and promotional plan to target a customer profile. Students will learn why branding is used and different methods of branding as well as promotional objectives and methods of promotion. Students will then use this information to choose appropriate methods for their business idea.</p> <p>How to pitch a business idea to an audience using personal and presentation skills</p> <p>How to review the strengths and weaknesses of a proposal and pitch.</p>	<p>This unit is completed through completion of the controlled assessment project. The focus is on small teacher instructed sessions and then periods of time completing the project. This piece of work makes up 25% of the course. Currently students focus their work on their ideas from R065 in Year 10.</p>	<p>This unit allows students to develop their presentation and communication skills.</p> <p>The controlled assessment project (25%) of the course involves students pitching their ideas to an audience and then producing a review of the pitch and the proposal.</p>	<p>This unit brings together all of the concepts studied so far to produce a pitch.</p> <p>Building on both R064 and R065, students complete this unit last to ensure they can include the necessary detail in their pitch to achieve the top grades.</p>