



Longfield Learning Journey



Year Group: 11	Unit of work: Market and Pitch a Business Proposal	Terms: 2-3
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Skills:	Context:	R	A	G
Be able to develop a brand identity and promotional plan to target a customer profile	<ul style="list-style-type: none"> Be able to develop a brand identity and promotional plan for the product proposal. Be able to look at what branding means and decide what methods or techniques to use and outline the mix of promotional methods to recommend. 			
Be able to plan a pitch for a proposal	<ul style="list-style-type: none"> Be able to prepare a pitch for the proposal. Be able to explain the factors needed when planning the delivery of the pitch and think about what is needed in order to convince an audience that the product will be successful. Be able to carry out a practice pitch. 			
Be able to pitch to an audience	<ul style="list-style-type: none"> Be able to deliver a professional pitch to a decision making panel. 			
Be able to review the strengths and weaknesses of a proposal and pitch	<ul style="list-style-type: none"> To be able to review pitching skills and the business proposal, looking at both pitch performance and the business proposal. 			

Content: Market and Pitch a Business Proposal	R	A	G
Brand Identity			
Branding methods and techniques			
Promotional objectives			
Promotional methods			
Factors to consider when delivering a pitch			
Factors used to produce a convincing pitch			
Undertaking a Practice Pitch			
Develop the Pitch			
Review pitch based on feedback			
Undertaking a Professional pitch			
Review of pitching skills			
Review of business proposal			

K <i>What you know</i>	W <i>What you want to know</i>	L <i>What have you learned</i>