



مدرسة القديسة مريم الكاثوليكية الثانوية - دبي
ST. MARY'S CATHOLIC HIGH SCHOOL, DUBAI

YEAR 11 – Business (Week 3)-2021-2022

Subject	Business
Class/ Section	Year 11DE
Week	12th to 16th September
Work send to students by	Google Classroom
Total number of lessons per week	5
Unit/Topic	Making Marketing Decisions (Topic 2.2) Price
Key Vocabulary	Pricing Strategies, High margin, High volume, mass market, generic, niche market, market segments
Lessons 1,2,3,4 & 5–Live Zoom lesson along with face to face instruction for students present on a particular day Work will be assigned in Google classroom which will be matched to the students' ability.	<u>Specific Learning objectives</u> <ul style="list-style-type: none">• Assess knowledge, understanding, application and analytical skills on the Product element of the marketing mix, design mix, product life cycle and product differentiation. <u>Specific Intended Learning Outcomes</u> <ul style="list-style-type: none">• Strengthen and assess knowledge, understanding, application and analytical skills on the Product element of the marketing mix, design mix, product life cycle and product differentiation.
Tasks	Assign an assessment paper.
Assessment Criteria/ Essential questions	Board pattern questions
Resources	Laptop, Assessment paper

<p>Lessons 1, 2, 3 & 4 –Live Zoom lesson along with face to face instruction for students present on a particular day and Lesson 5 will be a synchronous GC lesson.</p> <p>Work will be assigned in Google classroom which will be matched to the students’ ability.</p> <p>Tasks</p> <p>Assessment Criteria/ Essential questions</p> <p>Resources</p>	<p><u>Specific Learning objectives</u></p> <ul style="list-style-type: none"> • Identify the importance of Price as an element of the marketing mix • List the different pricing strategies and classify them in terms of high volume or high margins. <p><u>Specific Intended Learning Outcomes</u></p> <ul style="list-style-type: none"> • Interpret the value of money and strategies to earn and save money • Use Price comparisons to establish value and obtain sensitivity to enable sustainability. • Evaluate the appropriateness of each strategy for different types of products/services as well as different industries. <ul style="list-style-type: none"> • Cite examples of product prices and how businesses try to beat competition. • Discuss the appropriateness of each type of pricing strategy to particular businesses • Group discussion on the analysis of how pricing changes due to other factors. <p>Additional Assessment Material Summer 2021- 1BSO 02- Qs 3,4a,4b and 5</p> <p>AO1- Display knowledge and understanding of the key term/concept AO2- Application of knowledge in context with a case study</p> <p>Laptop – PPT and Research, Topic 2.2 and 1.4- Edexcel GCSE(9-1) Business by Helen Coupland-Smith, Andrew Redfern www.bized.co.uk/educators/16-19/business/marketing/activity/mix.htm https://www.bbc.com/bitesize/guides/zq8wmp3/revision/1 www.bized.co.uk/educators/16-19/business/marketing/presentation/mix.ppt</p>
<p>Lessons 1, 2, 3 & 4 –Live Zoom lesson along with face to face instruction for students present on a particular day and Lesson 5 will be a synchronous GC lesson.</p> <p>Work will be assigned in Google classroom which will be matched to</p>	<p><u>Specific Learning objectives</u></p> <ul style="list-style-type: none"> • Analyse the influences on pricing strategies- such as technology, competition, market segments and product life cycle <p><u>Specific Intended Learning Outcomes</u></p> <ul style="list-style-type: none"> • Analyse the importance of Price for a product or service • Define and explain the various pricing strategies with examples • List pricing strategies according to high volume and high margin. • value of money and strategies to earn and save money

