



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

YEAR 12 – Business (Week 3)-2021-2022

| | |
|--|---|
| Subject | Business |
| Class/ Section | 12 |
| Week | 12th September to 16th September |
| Work send to students by | Google Classroom |
| Total number of lessons per week | 2 |
| Unit/Topic | Theme 1 Marketing and People Lesson 10 Branding and Promotion |
| Key Vocabulary | Marketing mix, promotion, Above-the-line promotion, advertising, below-the-line promotion, sales promotions, public relations, sponsorship, point of sale, merchandising, manufacturer brands, own label brands, generic brands, viral marketing, emotional marketing. |
| Lessons 1,2,3 –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">• Know the meaning of the term 'Brand'.• Learn the benefits of having a strong brand• Know the types of branding.• Develop critical thinking to examine the role of a brand in company's success• Assess the psychological impact of branding on consumer purchase behavior. <u>Specific Intended Learning Outcomes</u> <ul style="list-style-type: none">• Define a brand• Explain the benefits of having a strong brand• Explain various types of Branding• Apply it to their personalities and how people get branded based on their values, characteristics etc.• Analyzing the benefits of branding the long term success of the business. |

