

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

<u>YEAR 12 – Business (Week 3)-2021-2022</u>

Subject	Business
Class/ Section	12
Week	12 th September to 16 th 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.	 Specific Learning objectives 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.
	 Specific Intended Learning Outcomes 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.

Tasks

General brainstorm on the different logos and brands of various products leading to a discussion on difference between branded and non branded products leading to a discussion on –importance of a strong brand value for a business.

Student-led activity: Brands and Slogan Master Quiz Game-Students will be shown a PPT slide with different brand logos and slogan. They will be asked to identify the business organization with given logo and slogans.

Teacher Input: Explanation with the help of a PPT, about meaning and importance of a brand for a business along with various techniques of branding

Independent student-led activity: students will be asked to

- choose a brand and list out the branding techniques used by the business to create brand awareness.
- Investigate how the business has differentiated itself from the competitor
- Analyse and evaluate the impact of branding on the business (emphasis on using the phrases like "this has reslted in", this led to or consequently)

Review & Reflect: Review through research how 3 businesses have adapted to social trends by changing their design mix. Engage in a SWOT analysis of the new design

Homework: Research on the importance of branding and promotion to retail businesses in UAE.

Assessment Criteria/ Essential questions

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AO1- Display knowledge and understanding of the key term/concept,

AO2- Application of knowledge in context with a case study, AO3- Analysis of the situation/product according to the case study

Resources

Laptop – PPT and Research, Text: Theme 1: Lesson 10, Edexcel AS/A Level Business- by Dave Hall, Rob Jones etc. https://www.bbc.com/bitesize/subjects/z6yb4wx

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