



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

YEAR 11 – Business (Week 4)-2021-2022

Subject	Business
Class/ Section	Year 11
Week	19th September to 23rd September
Work send to students by	Google Classroom
Total number of lessons per week	5
Unit/Topic	Making Marketing Decisions (Topic 2.2) Promotion
Key Vocabulary	Emotive language, medium, sales promotion, stock, pressure group, viral advertising, e-commerce, m-commerce.
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. Tasks Assessment Criteria/ Essential questions Resources	<u>Specific Learning objectives</u> • Assess knowledge, understanding, application and analytical skills on the Price element of the marketing mix <u>Specific Intended Learning Outcomes</u> • Strengthen and assess knowledge, understanding, application and analytical skills on the Price element of the marketing mix. Assign an assessment paper. Board pattern questions 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 Promotion as an element of the marketing mix • List the different promotion strategies and explain advertising. <p><u>Specific Intended Learning Outcomes</u></p> <ul style="list-style-type: none"> • Interpret the meaning of above-the-line and below-the-line promotion strategies • Apply the use of advertising and sponsorship as an effective promotion strategy. • Evaluate the appropriateness of the use of different media for advertising. <ul style="list-style-type: none"> • Cite examples of promotion- above-the-line and below-the-line • Discuss the appropriateness of each type of media to particular businesses • Group discussion on the analysis of advertising and its suitability to different kinds of businesses. <p>Sample Assessment Material –Paper 1Qs 4a, Paper 2- Q6b and c, 7b</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 https://www.bbc.co.uk/bitesize/guides/zj4c7nb/revision/3</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 the students’ ability.</p> <p>Tasks</p>	<p><u>Specific Learning objectives</u></p> <ul style="list-style-type: none"> • Explain Product Trials, Special Offers, Publicity and Branding. • Link the use of technology to promotion in the form of developing websites, using social media, apps emails and newsletters. <p><u>Specific Intended Learning Outcomes</u></p> <ul style="list-style-type: none"> • Analyse how businesses make use of product trials, special offers, publicity and branding to extend their promotion options. <ul style="list-style-type: none"> • Discuss using examples of real time businesses the application of all the different promotion strategies. • Group discussion which will be like a debate model on the appropriateness of each type of promotional strategy to different types of businesses- based on product line, market, business objectives, and individual business situation.

**Assessment Criteria/
Essential questions**

Sample Assessment Material – Paper 1Qs 4a, Paper 2- Q6b and c, 7b

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

AO2- Application of knowledge in context with a case study

Resources

Laptop – PPT and Research, Topic 2.2 and 1.4- Edexcel GCSE(9-1) Business by Helen Coupland-Smith, Andrew Redfern

<https://www.bbc.co.uk/bitesize/guides/zj4c7nb/revision/3>