



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

YEAR 12 – Business (Week 4)-2021-2022

Subject	Business
Class/ Section	12
Week	19th September to 23rd 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">• Assessment of Product/Service Design• Learn the benefits of having a strong brand• List the types of branding and methods of promotion.• Develop critical thinking to examine the role of a brand and how to build it; in a company's success• Assess the psychological impact of branding on consumer purchase behaviour and how branding and promotion are altered to include social trends. <u>Specific Intended Learning Outcomes</u> <ul style="list-style-type: none">• Be able to apply concepts of Product/Service Design to a case study• Explain the benefits of having a strong brand and how to build it.• Explain various types of Branding and promotion methods• Apply it to their personalities and how people get branded based on their values, characteristics etc.

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