

مدرسة القديسة مريم الكاثوليكية الثانوية - دبي

ST. MARY'S CATHOLIC HIGH SCHOOL, DUBAI

## <u>YEAR 12 – Business (Week 4)-2021-2022</u>

Subject	Business
Class/ Section	12
Week	19 <sup>th</sup> September to 23 <sup>rd</sup> 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.	<ul> <li>Specific Learning objectives</li> <li>Assessment of Product/Service Design</li> <li>Learn the benefits of having a strong brand</li> <li>List the types of branding and methods of promotion.</li> <li>Develop critical thinking to examine the role of a brand and how to build it; in a company's success</li> <li>Assess the psychological impact of branding on consumer purchase behaviour and how branding and promotion are altered to include social trends.</li> </ul>
	<ul> <li>Specific Intended Learning Outcomes</li> <li>Be able to apply concepts of Product/Service Design to a case study</li> <li>Explain the benefits of having a strong brand and how to build it.</li> <li>Explain various types of Branding and promotion methods</li> <li>Apply it to their personalities and how people get branded based on their values, characteristics etc.</li> </ul>

Tasks	• Analyzing the benefits of branding the long term success of the business.
	General discussion on types of promotion and branding. <b>Teacher Input:</b> 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)
	<b>Review &amp; Reflect:</b> Review through research how 3 businesses have adapted to social trends in the way they brand and promote their products/services
	<i>Homework:</i> Research on the importance of branding and promotion to retail businesses in UAE. Work out the Premier Inn case study on Page 56.
Assessment Criteria/	8BSO_01 (2017) 1(c) 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
Essential questions	study
	Laptop – PPT and Research, Text : Theme 1: Lesson 10, Edexcel AS/A Level Business- by Dave Hall, Rob Jones etc. <u>https://www.bbc.com/bitesize/subjects/z6yb4wx</u>
Resources	•