



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

YEAR 11 – Business (Week 5)-2021-2022

Subject	Business
Class/ Section	Year 11
Week	26th September to 30thSeptember
Work send to students by	Google Classroom
Total number of lessons per week	5
Unit/Topic	Making Marketing Decisions (Topic 2.2) Place Using the Marketing Mix to make business decisions.
Key Vocabulary	Retailing, E-tailing, Mark-up, Third Party Platform, Integrated Marketing Mix, Patent.
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> <ul style="list-style-type: none">Assess knowledge, understanding, application and analytical skills on the Price element of the marketing mix <u>Specific Intended Learning Outcomes</u> <ul style="list-style-type: none">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 Place as an element of the marketing mix • List the various ways in which the Place element gains importance. <p><u>Specific Intended Learning Outcomes</u></p> <ul style="list-style-type: none"> • Interpret the importance of the place element in the marketing mix • Analyse the difference between Retailing and E-tailing. <p>Teacher Input:Initiate a discussion on Retailing and E-tailing. Use examples and bring out the importance of each. Emphasise the Place element through the importance of distribution.</p> <p>Independent student-led activity: Participate in the discussion. Share insights and examples.</p> <p>Review & Reflect:Analyse the benefits of E-tailing over Retailing</p> <p>Homework: Research on businesses that have not moved to E-tailing because it may not be required for their product/service.</p> <p>Analyse the benefits of E-tailing over Retailing. 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</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 the terms Integrated marketing mix and patent. • Link all the elements to show how they influence one another in the market offering • Decide whether one element dominates over others in different situations • Determine how competitive advantage can be reached through the integrated marketing mix. <p><u>Specific Intended Learning Outcomes</u></p> <ul style="list-style-type: none"> • Define the terms. • Analyse how the elements in the marketing mix influence one another showing whether and how an element might dominate. • Evaluate the competitive advantage to a business through the use of the elements in the marketing mix. <p>Teacher Input:Discuss each key term and explains how the different elements combine. Questions the students on the</p>

**Assessment Criteria/
Essential questions**

Resources

domination of different elements in the marketing mix in real-time business examples. Discuss how businesses arrive at their own competitive advantage using the elements in the marketing mix.

Independent student-led activity: Students participate in the discussions, add to examples, seek further knowledge by asking relevant questions, researching and answering questions. They take down notes and share their viewpoints.

Review & Reflect: Businesses that depend less on the elements in the marketing mix to develop their competitive advantages.

Homework: Research on how businesses protect their competitive advantages.

Sample Assessment Material – Paper 1 Qs 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

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

<https://study.com/academy/lesson/place-in-the-marketing-mix-definition-lesson-quiz.html>