



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

**YEAR 12 – Business (Week 5)-2021-2022**

<b>Subject</b>	<b>Business</b>
<b>Class/ Section</b>	<b>12</b>
<b>Week</b>	<b>26<sup>th</sup> to 30<sup>th</sup> September</b>
<b>Work send to students by</b>	<b>Google Classroom</b>
<b>Total number of lessons per week</b>	<b>2</b>
<b>Unit/Topic</b>	<b>Theme 1: Marketing and People Lesson 2: Market Research</b>
<b>Key Vocabulary</b>	<b>Segmentation, Sample, Population, Focus groups, consumer panel, Sampling discrepancy.</b>
<b>Lessons 1,2 –Live Zoom lesson along with face to face instruction for students present on a particular day</b>  <b>Work will be assigned in google classroom which will be matched to the students ability.</b>	<b><u>Specific Learning objectives</u></b> <ul style="list-style-type: none"><li>• To understand the terms geographic and demographic segmentation.</li><li>• To identify and differentiate among the bases of segmentation.</li><li>• To analyse and evaluate how the benefits of segmentation.</li></ul> <b><u>Specific Intended Learning Outcomes</u></b> <ul style="list-style-type: none"><li>• Students will be able to be able to discuss how behavioural segmentation attempts to segment the market according to how consumers relate to a product.</li><li>• To be able to narrate what effect will particular time and dates have on consumption.</li><li>• To be able assess the usefulness of market research data..</li></ul>
<b>Tasks</b>	<b>Recap of Market. Share the Learning Objectives and Lesson</b>

<p><b>Assessment Criteria/ Essential questions</b></p> <p><b>Resources</b></p>	<p>Outcomes with the students. A quick recap of the Market and Product Orientation covered in the previous chapter..</p> <p><i>Teacher Input:</i> Discuss and explain various terms and concepts related to the chapter. Initiate a discussion among students related to difference between geographic and demographic segmentation by providing examples</p> <p><i>Homework:</i> Revise all the concepts taught and solve the case study.</p> <p>.</p> <p>3.01 Marketing/Market Research Mock Paper Exam paper made up of past exam questions</p> <p>Case Study-Click and Collect Orders. 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 AO4- Evaluate the impact of economic growth with support.</p> <p>Relevant Resources will uploaded on GC, PPT slides and embedded videos, Text: Edexcel AS/A Level Business- by Dave Hall, Rob Jones etc. Fully charged electronic device, notebook and stationary.</p>
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