

## YEAR 11 D/E- Business

WEEK 3 (13<sup>th</sup> September to 17<sup>th</sup> September, 2020)

### Chapter :Marketing Mix

#### Learning Objective:

- Understand the meaning of the marketing mix
- Know the 7 elements of the marketing mix with focus on the 4 P's
- How the elements of the marketing mix work together
- To learn about the design mix-function, aesthetics and cost.

#### Lesson Outcome:

##### Students will be able to

- Define the marketing mix and state each element.
- How the combination of elements differ from business to business
- Explain the importance of the “Product” element with reference to design-mix.
- Analyse how product differentiation can be reached to alter the marketing mix and the design mix
- Know about the stages in a product life cycle

<b>Sunday 6<sup>th</sup> Monday 5<sup>th</sup> – Zoom class</b>	<ul style="list-style-type: none"><li>• Teacher-led introduction to the marketing mix, stressing the significance of each element, and the fact that it is the ‘mix’ that needs to be right for individual businesses.</li><li>• <b>Resources:</b> PPT , Topic 2.2 and 1.4- Edexcel GCSE(9-1) Business by Helen Coupland-Smith, Andrew Redfern</li><li>• <b>Zoom Meeting details</b> will be sent on Google classroom</li></ul>
<b>Tuesday 1<sup>st</sup> 2<sup>nd</sup> – Zoom Class</b>	<ul style="list-style-type: none"><li>• <b>Teacher Input:</b> Discuss how businesses research the competitive environment in order to plan out and balance the marketing mix.</li><li>• <b>Resources:</b> PPT , Topic 2.2 and 1.4- Edexcel GCSE(9-1) Business by Helen Coupland-Smith, Andrew Redfern</li><li>• <b>Zoom Meeting details</b> will be sent on Google classroom</li></ul>
<b>Thursday 4<sup>th</sup> -GC</b>	Students look at a case study in the Edexcel GCSE Business Studies Student Book Introduction to Small Business on a clothing designer – Hannah Abruquah Clothing (p95), examining the factors that may affect its marketing mix and evaluating whether the mix would change if the business was different.