

YEAR 12 - BUSINESS

WEEK 3 (13th to 17th September, 2020)

Monday, 14th September: Two Zoom sessions during the 6th and 7th lessons. Zoom intimation and details will be sent on Google Classroom

Chapter 10: Theme 1- Branding and Promotion

Learning Objective:

- To learn about the meaning of Promotion and its types- above the line and below the line promotion.
- To learn about the meaning of Branding and its types.

Lesson Outcome:

- Students will be able explain the term ‘promotion’ and also explain and analyse each type within the two classifications of Above the line and Below the line.
- They will be able to know what ‘branding’ means and mention the types.

Monday- 6 th and 7 th period Zoom	<p>Zoom Meeting (details to be intimated on Google Classroom)</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher Input:</i> Start a discussion on Promotion, elicit examples and allow them to categorise their examples based on the explanation of the types that will precede this activity. They will then be shown a part (that relates to Promotion) of a PPT on the lesson. Explain to them the clauses that govern the choice of promotion methods.</p> <p><i>Homework:</i> Activity on choosing Promotion for different types of business</p> <p><i>Resources:</i> Textbook Pgs 49 to 52, Device, Notebook and stationary</p>
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