

YEAR 11 D/E- Business

WEEK 4 (20th September to 24th September, 2020)

Chapter :Marketing Mix

Learning Objective:

To learn about Product Differentiation and Product Life Cycle

Lesson Outcome:

Students will be able to

- Know about the stages in a product life cycle
- 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 and product differentiation through a USP

Sunday 3rd – Zoom class	<ul style="list-style-type: none">• Explain the stages in the product life cycle. Use class research to consider how changing consumer needs has affected – or might affect – different businesses. Discuss about product differentiation as an aspect of product design and marketing mix Direct the discussion towards an analysis and evaluation of product differentiation.• Resources: PPT , Topic 2.2 and 1.4- Edexcel GCSE(9-1) Business by Helen Coupland-Smith, Andrew Redfern• Zoom Meeting details will be sent on Google classroom
Monday 1st 2nd and Wednesday 1st – Zoom Class	<ul style="list-style-type: none">• Teacher Input: Discuss the relationship between Boston matrix and PLC using business example and discuss the importance of these models Cite examples of product differentiation in some brands and whether they have used it as an extension strategy or to beat competition. Reflect on the impact of product differentiation on cost and competition..• Resources: PPT , Topic 2.2 and 1.4- Edexcel GCSE(9-1) Business by Helen Coupland-Smith, Andrew Redfern• Zoom Meeting details will be sent on Google classroom
Thursday 4th -GC	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. And other practicing questions