

YEAR 11G/H - BUSINESS

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

All intimation sent to the students through Google Classroom and/or whatsapp.

Topic: Marketing

Lesson: 33 – Market Research

Learning Objectives:

- To understand the purpose of market research: to identify and understand customer needs, to identify gaps in the market, to reduce risk and to make informed decisions
- Understand the methods of Primary and Secondary Market research
- Learn the use of data in market research

Lesson Outcome:

- Students will be able to state and explain the purpose of market research.
- They will learn the types of market research, how to gather data, analyse it and present it
- They will also be able to classify market research data and use it to draw decisions.

Monday, 21 st Sep. - 8 th lesson	Zoom
Tuesday 22 nd Sep. - 7 th and 8 th lessons	Zoom
Wednesday, 23 rd Sep. - 8 th lesson	Synchronous GC
Thursday, 24 th Sep. – 2 nd lesson	Zoom

<p>Monday – 8th period (Boys and Girls)</p> <p>12:40 – 1:20 pm</p>	<p>One Zoom lesson. Students’ attendance will be recorded according to their participation.</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Reflect on marketing and market research. Explain each individual purpose. Introduce them to the two main types of research-primary and Secondary.</p> <p><i>Homework:</i> They will answer a Case Study- Tourism in Sri Lanka Pg 272-273.</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Tuesday – 7th & 8th periods (Boys and Girls)</p> <p>12:00 – 1:20 pm</p>	<p>Two Zoom lessons. Students’ attendance will be recorded according to their participation.</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Explain the forms of Primary and secondary research. They will learn about Qualitative and Quantitative data and how to present it using charts, graphs. Discuss the role of social media in collective market data. Discuss the case study – Nescafe Pg 278-279</p> <p><i>Homework:</i> They will answer a Case Study- Manzini Safari Tours Pg 276-2.77</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Wednesday – 8th period (Boys and Girls)</p> <p>12:40 – 1:20 pm</p>	<p>One synchronous Google Classroom lesson. Students’ attendance will be recorded according to their participation.</p> <p><i>Teacher input/Activity:</i> They will answer a case study to check their grasp of the concepts in the lesson.</p> <p><i>Resources:</i> Device</p>
<p>Thursday – 2nd period (Boys and Girls)</p> <p>8:05 – 8:40 pm</p>	<p>One Zoom lesson. Students’ attendance will be recorded according to their participation.</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Discuss the importance of the reliability of market research data. Discuss the Ford case study and assign it for homework.</p> <p><i>Homework:</i> They will answer the Case Study Ford on Pg 280-281</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>

