

## YEAR 12 - BUSINESS

WEEK 4 (20<sup>th</sup> to 24<sup>th</sup> September, 2020)

Monday, 21<sup>st</sup> September: Two Zoom sessions during the 6<sup>th</sup> and 7<sup>th</sup> 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 and how to build brands
- To analyse how branding and promotion have evolved to reflect social trends.

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 as well as suggest ways on how to build a successful brand.
- They will be able to critically examine how branding and promotion have changed to reflect social trends.

Monday- 6 <sup>th</sup> and 7 <sup>th</sup> 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> Review what Promotion is and explain the different types- Above the line and below the line and each form within the types. Explain to them the clauses that govern the choice of promotion methods. Discuss types of branding, benefits of it and ways to build a brand. Further discuss how changes have been brought about in branding and promotion to reflect changes in social trends. They will then be shown a PPT on the lesson as a plenary.</p> <p><i>Homework:</i> Case Study- Premier Inn Pg 56.</p> <p><i>Resources:</i> Textbook Pgs 51 to 54, Device, Notebook and stationary</p>
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