

## YEAR 12 - BUSINESS

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

### Blended/ Distance Learning

Tuesday, 22<sup>nd</sup> September:

Theme 1- Marketing and People

Chapter 2 Market Research

#### Learning Objective:

- To understand the terms Consumer Panels, Focus Groups and sampling discrepancy.
- To identify and differentiate between Consumer Panels and Focus Groups.
- To analyse and evaluate how market research data can help gain insight into consumer behavior.

#### Lesson Outcome:

- Students will be able to be able to discuss how a market orientated business may have several benefits over one which is more product orientated.
- To be able to narrate what effect will taking a market orientated approach may have on a business.
- To be able to provide examples of Market orientated and Product Orientated Businesses.

<p>Tuesday- Lessons 1 and 2</p> <p>1 Zoom Lesson 1 GC (details to be intimated on Google Classroom)</p>	<p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students. A quick recap of the terms and concepts covered in the previous week.</p> <ul style="list-style-type: none"><li>• <i>Teacher Input:</i> Discuss and explain various terms and concepts related to the chapter. Initiate a discussion among students related to difference between Market orientated and Product Orientated Businesses by providing examples.</li></ul> <p><i>Homework:</i> Revise all the concepts taught and complete the assignment posted on GC.</p> <p><i>Resources:</i> Relevant Resources will uploaded on GC, PPT slides and embedded videos, Fully charged electronic device, notebook and stationary.</p>
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