

YEAR 11 A/E and 11 B/C/F - BUSINESS

WEEK 5 (27th September to 1st October, 2020)

All assignments and intimations sent to the students through Google Classroom.

Theme – 2

Topic: 2.2 Making Marketing Decisions; Price

Learning Objective –

- To comprehend the importance of Price as an element of the marketing mix
- To learn the different pricing strategies to earn profits in terms of high volume or high margins.
- To learn about the different types of pricing such as cost plus, price skimming, psychological, competitive etc.
- To learn about the influences of factors on pricing strategies- such as technology, competition, market segments and product life cycle

Lesson Outcome –

They will be able to:

- State the importance of Price for a product or service
- Define and explain the various pricing strategies with examples
- Be aware of a variety of pricing strategies beyond high volume and high margin.
- Evaluate the appropriateness of each strategy for different types of products/services as well as different industries.
- Analyse how changes in technology, competition etc. influence pricing

BOYS –Year 11 B/C/F

<p>Monday – 4th period (Boys)</p> <p>9:35 – 10:15 am</p>	<p>One Zoom lesson. Students’ attendance will be recorded based on their presence.</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Explain the importance of pricing and pricing objectives. They will take notes and argue constructively on pricing objectives. Further the explanation to the factors affecting pricing. Students analyse how pricing changes due to factors.</p> <p><i>Homework:</i> Students make a list of various types of pricing adopted by local businesses and analyse why.</p> <p><i>Resources:</i> Device, Text, Notebook and stationary, selection of few slides from the link(slide nos. shared with students) https://www.slideshare.net/rohankawatra/pricing-philip-kotler https://www.slideshare.net/DrSKathirveluSubrama/pricing-76962893</p>
<p>Tuesday – 1st and 2nd period (Boys)</p> <p>7:30 – 8:15 and 8:15 – 8:55 am</p>	<p>Two Zoom sessions</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Explain the different types of pricing strategies such as cost plus, price skimming, psychological, competitive etc. They will exemplify each type of pricing method Discuss the appropriateness of each type of pricing strategy to particular businesses. Students will draw a table to compile pricing strategies and their impact on sales in terms of volume and profit</p> <p><i>Homework:</i> Research on the internet how pricing has been optimally chosen by certain brands/businesses</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Wednesday – 7th period (Boys)</p> <p>12:00 – 12:40 pm</p>	<p>One Zoom session</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> : Explain the impact of other factors such as technology, competition, economic level etc. on pricing. Discuss about each factor that has an impact on the pricing of goods and services. Lead the discussion towards an analysis and evaluation of each pricing method. Students will cite examples of product prices and how businesses try to beat competition.</p>

	<i>Resources:</i> Device
Thursday – 7 th period (Boys) 11:25 – 12:00 noon	One synchronous Google classroom lesson. <i>Teacher input/Activity:</i> Reflect on the impact of prices on demand, competitiveness, revenues, profit, growth prospects, cash flow etc. and prepare notes. <i>Resources:</i> Device, Text, Notebook and stationary

GIRLS – Year 11 A

Sunday – 3 rd period (Girls) 9:15 – 9:50 am	One Zoom lesson. Students' attendance will be recorded based on their presence. <i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students. <i>Teacher input/Activity:</i> Explain the importance of pricing and pricing objectives. They will take notes and argue constructively on pricing objectives. Further the explanation to the factors affecting pricing. Students analyse how pricing changes due to factors. <i>Homework:</i> Students make a list of various types of pricing adopted by local businesses and analyse why. <i>Resources:</i> Device, Text, Notebook and stationary, selection of few slides from the link(slide nos. shared with students) https://www.slideshare.net/rohankawatra/pricing-philip-kotler https://www.slideshare.net/DrSKathirveluSubrama/pricing-76962893
Monday – 1 st and 2 nd period (Girls) 7:30 – 8:15 am and 8:15 – 8:55 am	Two Zoom sessions <i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students. <i>Teacher input/Activity:</i> Explain the different types of pricing strategies such as cost plus, price skimming, psychological, competitive etc. They will exemplify each type of pricing method Discuss the appropriateness of each type of pricing strategy to particular businesses. Students will draw a table to compile pricing strategies and their impact on sales in terms of volume and profit <i>Homework:</i> Research on the internet how pricing has been optimally chosen by certain brands/businesses

	<i>Resources:</i> Device, Text, Notebook and stationary
Wednesday – 1 st period(Girls) 7:30 – 8:15 am	<p>One Zoom session</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> : Explain the impact of other factors such as technology, competition, economic level etc. on pricing. Discuss about each factor that has an impact on the pricing of goods and services. Lead the discussion towards an analysis and evaluation of each pricing method. Students will cite examples of product prices and how businesses try to beat competition.</p> <p><i>Resources:</i> Device</p>
Thursday – 3 rd period (Girls) 8:40 – 9:15 am	<p>One synchronous Google classroom lesson.</p> <p><i>Teacher input/Activity:</i> Reflect on the impact of prices on demand, competitiveness, revenues, profit, growth prospects, cash flow etc. and prepare notes.</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>

A

Sunday – 3 rd period	Zoom
Monday – 1 st and 2 nd period	Zoom
Wednesday – 1 st period	Zoom
Thursday – 3 rd period	GC

BCF

Monday – 4 th period	Zoom
Tuesday – 1 st and 2 nd period	Zoom
Wednesday – 7 th period	Zoom
Thursday – 7 th period	GC