

YEAR 11G/H - BUSINESS

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

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

Topic: Marketing

Lesson: 33 – Market Research

Learning Objectives:

- To learn the importance of marketing in:
 - Satisfying customer needs
 - Building customer relationships
 - Keeping customer loyalty
 - Build market and product orientation
 - Market share and analysis; niche and mass marketing
- Understand how businesses respond to changes in the market
- To assess knowledge and application of numerical and analytical skills in the topic Ratio Analysis.

Lesson Outcome:

- Students will be able to state and explain the importance of marketing.
- They will analyse how businesses respond to changes in the market.
- They will also be able to assess their knowledge and application of numerical and analytical skills in Ratio Analysis.

| | |
|-----------------------------------------------------------------------------|-----------------------|
| Monday, 28 th Sep. - 8 th lesson | Zoom |
| Tuesday 29 th Sep. - 7 th and 8 th lessons | Zoom |
| Wednesday, 30 th Sep. - 8 th lesson | Synchronous GC |
| Thursday, 1 st Oct. – 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 attendance on Zoom.</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Introduce a discussion on the importance of marketing and the various aspects of the business that are significantly impacted by marketing such as satisfying customer needs, building customer relationships.</p> <p><i>Homework:</i> They will answer a Case Study- Hasan’s Pg 282.</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 attendance on Zoom.</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Continue the discussion on the importance of marketing. Recap the previous points and continue with the other aspects such as customer loyalty, product and market orientation, market share and market analysis and niche and mass marketing. Discuss the case studies – Intercontinental Hotel Group and Ferrari Pgs 285 and 287 respectively.</p> <p><i>Homework:</i> They will answer both case studies and turn in on GC</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 lesson for assessment- Zoom for invigilation, GC for the assessment . Students’ attendance will be recorded on Zoom.</p> <p><i>Teacher input/Activity:</i> They will answer an assessment based on Ratio Analysis.</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 attendance on Zoom.</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> review the previous concepts discussed and explain how businesses need to respond to changes in the market such as changing customer needs, spending patterns and competition.</p> |

| | |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <p><i>Homework:</i> They will answer the Case Study The Global Market for Oil on Pg 290-291</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p> |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------|