

## YEAR 12 - BUSINESS

WEEK 5 (27<sup>th</sup> September- 1<sup>st</sup> Oct, 2020)

### Blended/ Distance Learning

Tuesday, 29<sup>th</sup> September:

Theme 1- Marketing and People

Chapter 2 Market Research

#### Learning Objective:

- To describe the effect of taking a market orientated approach on a business.
- To explain why businesses are said to be relatively product orientated or market orientated.
- To assess to what extent a business is product orientated or market orientated.

#### Lesson Outcome:

- Students will be able to be able to discuss how a market research data can be used for specific purposes.
- To be able to narrate the differences between primary and secondary research.
- To be able to name the main methods of gathering primary data.

<p>Tuesday- Lessons 1 and 2</p> <p>2 Zoom Lessons</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 how market research would help to reduce the risk of failure.</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, Case study extracts and embedded videos, Fully charged electronic device, notebook and stationary.</p>
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