

YEAR 10 ADE (Girls)- BUSINESS

WEEK 6 (04thOctober to 08thOctober)

Zoom link for the class will be shared on the Google classroom.

Topic : : Business Location

The Marketing Mix

L.O: Business Location

- To explain the nature of business activity and its impact on choice of location.
- To discuss the impact of the internet on location decisions.

Learning Outcomes:- Students will be able to

- Describe the nature of business in a day-to day basis and its impact on choosing business locations.
- To analyze the impact of internet on decisions on location.

L.O: **The Marketing Mix**

- To understand the concept of marketing mix and the importance of each element.

Learning Outcomes:- Students will be able to

- Define the concept of marketing mix and the importance of each element.

Girls– A/D/E

Sunday - 04/10/20 2nd period 10DE - Zoom	<i>Teacher Input/ Activity:</i> <ul style="list-style-type: none">• Students will have a review on the concept of footfall, demographics, National Living wage.• Students will try to explain the nature of business and its impact on choice of location.• Learn the key terms from Page 98 and 99 <p>Answer the exam style question given on Page 99 <i>Resources:</i> Device, Notebook, Textbook, Stationary</p>
Wednesday - 07/10/20 5th Period 10DE- Zoom	<i>Teacher Input/ Activity:</i> <ul style="list-style-type: none">• Students will try to explain the impact of internet on decisions on location decisions for a business. <p><i>Resources:</i> Device, Notebook, Textbook, Stationary</p>
6th Period 10DE- GC	<i>Teacher Input/ Activity:</i> <p>Write answers to the questions S2 and S3 on Page 100 given in the textbook which will be posted in GC <i>Resources:</i> Device, Notebook, Textbook, Stationary</p>

Thursday – 08/10/20

1st Period 10 DE - Zoom

Teacher Input/ Activity:

- Students will have a discussion on the concept of marketing mix.
- Teacher will explain the importance of 4 elements of marketing mix – 4P's
- Learn the Key terms given on Page no:- 102

Resources: Device, Notebook, Textbook, Stationary