

YEAR 10 DE and 10BCF - BUSINESS

WEEK 6 (04th October to 08th October)

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 – 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</p> <i>Resources:</i> Device, Notebook, Textbook, Stationary
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. <i>Resources:</i> Device, Notebook, Textbook, Stationary
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</p>

	<i>Resources:</i> Device, Notebook, Textbook, Stationary
Thursday – 08/10/20 1st Period 10 DE - Zoom	<p><i>Teacher Input/ Activity:</i></p> <ul style="list-style-type: none"> • 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 <p><i>Resources:</i> Device, Notebook, Textbook, Stationary</p>

Boys - BCF

Sunday - 04/10/20 1st Period - Zoom	<p><i>Teacher Input/ Activity:</i></p> <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</p> <p><i>Resources:</i> Device, Notebook, Textbook, Stationary</p>
Tuesday – 06/10/20 5th Period – Zoom	<p><i>Teacher Input/ Activity:</i></p> <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 - GC	<p><i>Teacher Input/ Activity:</i></p> <p>Write answers to the questions S2 and S3 on Page 100 given in the textbook which will be posted in GC</p> <p><i>Resources:</i> Device, Notebook, Textbook, Stationary</p>
Thursday – 08/10/20 4th Period - Zoom	<p><i>Teacher Input/ Activity:</i></p> <ul style="list-style-type: none"> • 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 <p><i>Resources:</i> Device, Notebook, Textbook, stationary</p>