

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

WEEK 6 (4th – 8th October, 2020)

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

Theme – 2

Topic: 2.2 Making Marketing Decisions; Price and Promotion

Learning Objective –

- To learn about the influences of factors on pricing strategies- such as technology, competition, market segments and product life cycle
- To understand what Promotion is and the strategies- Advertising, Sponsorship, Product Trials, Special offers and branding
- To recognize how technology has impacted promotion strategies and established two-way communication through websites, social media, apps and emails.

Lesson Outcome –

They will be able to:

- Analyse how changes in technology, competition etc. influence pricing
- Define Promotion with examples
- State and describe the Promotion strategies.
- Analyse the impact of technology on promotion

BOYS –Year 11 B/C/F

<p>Monday – 4th period (Boys)</p> <p>9:35 – 10:15 am</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, market segments and the product life cycle. 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>Homework Assignment:</i> Students will identify a product and write a report on how each of the factors have impacted its pricing.</p> <p><i>Resources:</i> Device, Textbook (Pgs 187-195), notebook</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> <ul style="list-style-type: none"> • <i>Teacher input/Activity:</i> Explain what Promotion is and the strategies of promotion- Advertising, Sponsorship, Product Trials, Special offers and branding. Extend their knowledge on what above the line and below the line promotion is. Students will draw a table with each type of promotion and its applicability. <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> : Assign and discuss a case study on promotion. Guide them with how to answer a 9 mark question based on Promotion. Students will write the answers and turn in on GC.</p> <p><i>Resources:</i> Device, Case Study on GC</p>
<p>Thursday – 7th period (Boys)</p> <p>11:25 – 12:00 noon</p>	<p>GL Science Exam</p>

GIRLS – Year 11 A

<p>Sunday – 3rd period (Girls)</p> <p>9:15 – 9:50 am</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, market segments and the product life cycle. 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>Homework:</i> Students will identify a product and write a report on how each of the factors have impacted its pricing.</p> <p><i>Resources:</i> Device, Textbook (Pgs 187-195), notebook</p>
<p>Monday – 1st and 2nd period (Girls)</p> <p>7:30 – 8:15 am 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> <ul style="list-style-type: none"> • <i>Teacher input/Activity:</i> Explain what Promotion is and the strategies of promotion- Advertising, Sponsorship, Product Trials, Special offers and branding. Extend their knowledge on what above the line and below the line promotion is <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Wednesday – 1st period(Girls)</p> <p>7:30 – 8:15 am</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> : Assign and discuss a case study on promotion. Guide them with how to answer a 9 mark question based on Promotion.</p> <p><i>Homework:</i> Students will write the answers and turn in on GC.</p> <p><i>Resources:</i> Device, Case Study on GC</p>
<p>Thursday – 3rd period (Girls)</p> <p>8:40 – 9:15 am</p>	<p>One synchronous Google classroom lesson.</p> <p><i>Teacher input/Activity:</i> Consider how Special offers combine as a Pricing as well as a Promotion strategy. Explain as a business essay to be turned in on GC.</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	