

YEAR 11 D/E- Business

WEEK 6 (4th September to 8th October, 2020)

Chapter :Marketing Mix-Price

Learning Objective:

- To learn about the different types of pricing strategies such as cost plus, price skimming, psychological, competitive etc
- To learn about the influences on pricing strategies- such as technology, competition, market segments and product life cycle

Lesson Outcome:

Students will be able to

- Define and explain the various pricing strategies with examples
- Analyse a variety of pricing strategies beyond high volume and high margin. They will be able to evaluate the appropriateness of each strategy for different types of products/services as well as different industries.
- Analyse how changes in technology, competition etc. influence pricing

Sunday 3rd – Zoom class	<ul style="list-style-type: none">• Teacher Input: Explain the different types of pricing strategies such as cost plus, price skimming, psychological, competitive etc. Discuss the appropriateness of each type of pricing strategy to particular businesses . Students will exemplify each type of pricing method and Draw a table to compile pricing strategies and their impact on sales in terms of volume and profit• Resources: PPT , Topic 2.2 and 1.4- Edexcel GCSE(9-1) Business by Helen Coupland-Smith, Andrew Redfern• Zoom Meeting details will be sent on Google classroom
Monday 1st 2nd and Wednesday 1st – Zoom Class	<ul style="list-style-type: none">• Teacher Input: Lead the discussion towards an analysis and evaluation of each pricing method Discuss about each factor that has an impact on the pricing of goods and services.Cite examples of product prices and how businesses try to beat competition.• Review & Reflect: Reflect on the impact of prices on demand, competitiveness, revenues, profit, growth prospects, cash flow etc.

	<ul style="list-style-type: none">• Resources: PPT , Topic 2.2 and 1.4- Edexcel GCSE(9-1) Business by Helen Coupland-Smith, Andrew Redfern• Zoom Meeting details will be sent on Google classroom
Thursday 4th -GC	<ul style="list-style-type: none">• Activity: Reflect on the impact of prices on demand, competitiveness, revenues, profit, growth prospects, cash flow etc. and prepare notes.• Resources: Device, Text, Notebook and stationary