

## **YEAR 11G/H - BUSINESS**

**WEEK 6 (4<sup>th</sup> to 8<sup>th</sup> October, 2020)**

**All intimation sent to the students through Google Classroom and/or whatsapp.**

**Topic: Marketing**

**Lesson: 35 – Market Segmentation**

Learning Objectives:

- To understand how businesses use market segmentation to target customers
- To learn the different methods of market segmentation- Geographic, Demographic, Psychographic
- To critically examine the benefits of market segmentation

Lesson Outcome:

- Students will be able to state and explain what market segmentation is.
- They will be able to differentiate between the types of segmentation.
- They will also be able to assess the benefits of market segmentation.

Monday, 5 <sup>th</sup> Oct. - 8 <sup>th</sup> lesson	<b>Google Meet</b>
Tuesday 6 <sup>th</sup> Oct. - 7 <sup>th</sup> and 8 <sup>th</sup> lessons	<b>Google Meet</b>
Wednesday, 7 <sup>th</sup> Oct. - 8 <sup>th</sup> lesson	<b>Synchronous GC</b>
Thursday, 8 <sup>th</sup> Oct. – 2 <sup>nd</sup> lesson	<b>Google Meet</b>

<p>Monday – 8<sup>th</sup> period (Boys and Girls)</p> <p>12:40 – 1:20 pm</p>	<p><b>One Google Meet lesson.</b> Students’ attendance will be recorded according to their attendance on Google Meet.</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Introduce the term Market Segmentation. Explain how businesses use market segmentation to target and cater to their customers.They will answer a Case Study- Accor Pg 292.</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Tuesday – 7<sup>th</sup> &amp; 8<sup>th</sup> periods (Boys and Girls)</p> <p>12:00 – 1:20 pm</p>	<p><b>Two Google Meet lessons.</b> Students’ attendance will be recorded according to their attendance on Google Meet.</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Explain the different forms of market segmentation. Elicit examples. Discuss how real life businesses may use a range of methods to segment their market.They will answer a case study Toyota Pg 285-286</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Wednesday – 8<sup>th</sup> period (Boys and Girls)</p> <p>12:40 – 1:20 pm</p>	<p><b>One synchronous GC lesson .</b></p> <p><i>Teacher input/Activity:</i> They will answer a case study on Market segmentation.</p> <p><i>Resources:</i> Device</p>
<p>Thursday – 2<sup>nd</sup> period (Boys and Girls)</p> <p>8:05 – 8:40 pm</p>	<p><b>One Google Meet lesson.</b> Students’ attendance will be recorded according to their attendance on Google Meet.</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Review the previous concepts discussed and critically examine the benefits of market segmentation. They will answer the Case Study JOBC on Pg 296-297</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>