

## YEAR 10 DE and 10BCF- BUSINESS

WEEK 7 (11<sup>th</sup> Octoberto 15<sup>th</sup> October)

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

Topic : : The Marketing Mix

L.O:

- To assess the understanding of the topic –Options for startups and small businesses
- To understand the 4 P's of marketing mix
- To examine how the elements of marketing mix work together.

Learning Outcomes: -Students will be able to

- Draw their knowledge on the topic –Options for startups and small businesses
- Explain the important elements of marketing mix.
- Analyze how the elements of marketing mix work together.

Girls– D/E

<b>Sunday - 11/10/20</b> <b>2nd period 10DE - Zoom</b>	<i>Teacher Input/ Activity:</i>  Assessment on the topic Options for startups and small businesses
<b>Wednesday - 14/10/20</b> <b>5<sup>th</sup> Period10DE- Zoom</b>	<i>Teacher Input/ Activity:</i> <ul style="list-style-type: none"><li>• Students are divided in groups and are asked to do a research on Marketing mix and its importance in the field of business.</li><li>• Students then return from breakout rooms to share with other groups, their findings. Teacher then guides the discussion to helping them identify the common elements reaching to the 4Ps</li></ul> <i>Resources:</i> Device, Notebook, Textbook, Stationary
<b>6<sup>th</sup> Period 10DE- GC</b>	<i>Teacher Input/ Activity:</i>  Write answers to the questions S1 and S2 on Page 104 given in the textbook which will be posted in GC  <i>Resources:</i> Device, Notebook, Textbook, Stationary

<p><b>Thursday – 15/10/20</b></p> <p><b>1<sup>st</sup> Period 10 DE - Zoom</b></p>	<p><i>Teacher Input/ Activity:</i></p> <ul style="list-style-type: none"> <li>• Students will have a discussion on how businesses balance the aspects of its marketing mix based on the competitive environment</li> <li>• Learn the Key terms on page 102.</li> </ul> <p><i>Resources:</i> Device, Notebook, Textbook, Stationary</p>
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**Boys - BCF**

<p><b>Sunday - 11/10/20</b></p> <p><b>1<sup>st</sup> Period - Zoom</b></p>	<p><i>Teacher Input/ Activity:</i></p> <p>Assessment on the topic Options for startups and small businesses</p>
<p><b>Tuesday – 13/10/20</b></p> <p><b>5<sup>th</sup> Period–Zoom</b></p>	<p><i>Teacher Input/ Activity:</i></p> <ul style="list-style-type: none"> <li>• Students are divided in groups and are asked to do a research on Marketing mix and its importance in the field of business.</li> <li>• Students then return from breakout rooms to share with other groups, their findings. Teacher then guides the discussion to helping them identify the common elements reaching to the 4Ps</li> </ul> <p><i>Resources:</i> Device, Notebook, Textbook, Stationary</p>
<p><b>6<sup>th</sup> Period -GC</b></p>	<p><i>Teacher Input/ Activity:</i></p> <p>Write answers to the questions S1 and S2 on Page 104 given in the textbook which will be posted in GC</p> <p><i>Resources:</i> Device, Notebook, Textbook, Stationary</p>
<p><b>Thursday – 15/10/20</b></p> <p><b>4<sup>th</sup> Period - Zoom</b></p>	<p><i>Teacher Input/ Activity:</i></p> <ul style="list-style-type: none"> <li>• Students will have a discussion on how businesses balance the aspects of its marketing mix based on the competitive environment</li> <li>• Learn the Key terms on page 102.</li> </ul> <p><i>Resources:</i> Device, Notebook, Textbook, stationary</p>