

YEAR 10 DE and 10BCF - BUSINESS

WEEK 7 (11th October to 15th 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

Sunday - 11/10/20 2nd period 10DE - Zoom	<i>Teacher Input/ Activity:</i> Assessment on the topic Options for startups and small businesses
Wednesday - 14/10/20 5th Period 10DE - Zoom	<i>Teacher Input/ Activity:</i> <ul style="list-style-type: none">• Students are divided in groups and are asked to do a research on Marketing mix and its importance in the field of business.• 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 <i>Resources:</i> Device, Notebook, Textbook, Stationary
6th Period 10DE- GC	<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>Thursday – 15/10/20</p> <p>1st Period 10 DE - Zoom</p>	<p><i>Teacher Input/ Activity:</i></p> <ul style="list-style-type: none"> • Students will have a discussion on how businesses balance the aspects of its marketing mix based on the competitive environment • Learn the Key terms on page 102. <p><i>Resources:</i> Device, Notebook, Textbook, Stationary</p>
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Boys - BCF

<p>Sunday - 11/10/20</p> <p>1st Period - Zoom</p>	<p><i>Teacher Input/ Activity:</i></p> <p>Assessment on the topic Options for startups and small businesses</p>
<p>Tuesday – 13/10/20</p> <p>5th Period – Zoom</p>	<p><i>Teacher Input/ Activity:</i></p> <ul style="list-style-type: none"> • Students are divided in groups and are asked to do a research on Marketing mix and its importance in the field of business. • 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 <p><i>Resources:</i> Device, Notebook, Textbook, Stationary</p>
<p>6th Period - GC</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>Thursday – 15/10/20</p> <p>4th Period - Zoom</p>	<p><i>Teacher Input/ Activity:</i></p> <ul style="list-style-type: none"> • Students will have a discussion on how businesses balance the aspects of its marketing mix based on the competitive environment • Learn the Key terms on page 102. <p><i>Resources:</i> Device, Notebook, Textbook, stationary</p>