

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

WEEK 7 (11th – 15th October, 2020)

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

Theme – 2

Topic: 2.2 Making Marketing Decisions; 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 for the Assessment</p> <p><i>Teacher input/Activity:</i> Students take the Assessment on Pricing Strategies and Break-even Analysis.</p> <p><i>Resources:</i> Device, refill pad</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> <p><i>Teacher input/Activity:</i> Revise what Promotion is and the strategy of promotion- Advertising. Continue the discussion on 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 based on analysis of the type of product/industry.</p> <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> Discuss how technology has impacted promotion strategies and established two-way communication through websites, social media, apps and emails.</p> <p><i>Homework:</i> Students will work on a case study.</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 English 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> Revise what Promotion is and the strategy of promotion- Advertising. Continue the</p>
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	<p>discussion on Sponsorship, Product Trials and Special offers. Students will draw a table with each type of promotion and its applicability based on analysis of the type of product/industry.</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Monday – 1st and 2nd period (Girls)</p> <p>7:30 – 8:15 am and 8:15 – 8:55 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> Continue the discussion from the previous day; on Sponsorship, branding.</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p> <p>One Zoom session for the Assessment</p> <p><i>Teacher input/Activity:</i> Students take the Assessment on Pricing Strategies and Break-even Analysis.</p> <p><i>Resources:</i> Device, refill pad</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> Discuss how technology has impacted promotion strategies and established two-way communication through websites, social media, apps and emails.</p> <p><i>Homework:</i> Students will work on a case study.</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 (A)

Wednesday – 1 st period	Zoom
Thursday – 3 rd period	GC

BCF

Monday – 4 th period	Zoom (A)
Tuesday – 1 st and 2 nd period	Zoom
Wednesday – 7 th period	Zoom
Thursday – 7 th period	