

YEAR 11 D/E- Business

WEEK 7 (11th to 15th October, 2020)

Chapter :Marketing Mix-Promotion

Learning Objective:

- 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:

Students 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

Sunday 3rd – Zoom class	<ul style="list-style-type: none">• Teacher Input: Explain what Promotion is and the strategies of promotion- Advertising, Sponsorship, Product Trials, Special offers and branding. Extend their knowledge on what above the line and below the line promotion is.• Resources: PPT , Edexcel GCSE(9-1) Business by Helen Coupland-Smith, Andrew Redfern• Zoom Meeting details will be sent on Google classroom
Monday 1st	<ul style="list-style-type: none">• Assessment Planned
Monday 2nd and Wednesday 1st – Zoom Class	<ul style="list-style-type: none">• Teacher Input: Lead a discussion on the use of technology and its effectiveness in promotion. Discuss, ask questions, argue and exemplify the use and importance of technology• Resources: PPT , Edexcel GCSE(9-1) Business by Helen Coupland-Smith, Andrew Redfern• Zoom Meeting details will be sent on Google classroom
Thursday 4th -Zoom	<ul style="list-style-type: none">• Activity: Assign an activity to create a promo for a product. Students will Create using technology a promo for a product of their choice. They can either write a report or do a presentation.• Resources: Device, Text, Notebook and stationary