

YEAR 11G/H - BUSINESS

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

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

Topic: Marketing

Lesson: 36 – Product

Learning Objectives:

- To assess their knowledge, application and evaluation skills on the topic Market Research
- To understand what is meant by the marketing mix
- To learn about Product Development and its stages
- To understand the implicit meaning of the word Product; in Business- Goods and Services and the aspect of packaging
- To understand the product life cycle and its stages
- To learn about product portfolio and its analysis

Lesson Outcome:

- Students will be able to apply the knowledge and understanding to a case and display their evaluation skills.
- They will be able to state and explain the marketing mix.
- They will be able to state and explain the stages of product development.
- They will also be able to draw the product life cycle and analyse each stage- in terms of cash flow, profit.
- They will be able to define Product Portfolio and analyse the portfolio of a few businesses.

Monday, 12 th Oct. - 8 th lesson	Google Meet (A)
Tuesday 13 th Oct. - 7 th and 8 th lessons	Google Meet
Wednesday, 14 th Oct. - 8 th lesson	Synchronous GC
Thursday, 15 th Oct. – 2 nd lesson	Google Meet

<p>Monday – 8th period (Boys and Girls) 12:40 – 1:20 pm</p>	<p>One Google Meet lesson. Students’ attendance will be recorded according to their attendance on Google Meet.</p> <p><i>Teacher input/Activity:</i> Assign them the Assessment.</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Tuesday – 7th & 8th periods (Boys and Girls) 12:00 – 1:20 pm</p>	<p>Two Google Meet lessons. 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 what is meant by the marketing mix and Product Development with its stages. Explain the implicit meaning of the word Product; in Business- Goods and Services and the aspect of packaging. Finally explain the product life cycle and its stages</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Wednesday – 8th period (Boys and Girls) 12:40 – 1:20 pm</p>	<p>One synchronous GC lesson .</p> <p><i>Teacher input/Activity:</i> They will answer a case study on Product Life Cycle Pg 303-304</p> <p><i>Resources:</i> Device</p>
<p>Thursday – 2nd period (Boys and Girls) 8:05 – 8:40 pm</p>	<p>One Google Meet lesson. 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 about product portfolio and its analysis. Discuss the case study – Cheesy Snax Pg 305-306</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>