

YEAR 12 - BUSINESS

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

Monday, 12th October: Two Zoom sessions during the 6th and 7th lessons. Zoom intimation and details will be sent on Google Classroom

Chapter 11: Theme 1- Pricing Strategies

Learning Objective:

- To revise the types of pricing strategies.
- To examine the factors that help determine the most appropriate pricing strategy for a particular situation.
- To identify the changes in pricing to reflect social trends

Lesson Outcome:

- Students will be recall each type of pricing strategy.
- They will be able to identify and discuss which factors help determine an appropriate pricing strategy for a business at any given time.
- They will be able to talk about changes in pricing methods in the current times.

Monday- 6 th and 7 th periods Zoom	Zoom Meeting (details to be intimated on Google Classroom) <i>Teacher Input:</i> Revisit the types of pricing. Trigger a discussion on what leads to setting ideal prices and how pricing has evolved to suit new age trends. <i>Resources:</i> Textbook Pgs 57 to 61, Device, Notebook and stationary
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