

YEAR 12 - BUSINESS

WEEK 7 (11th- 15th Oct, 2020)

Blended/ Distance Learning

Tuesday, 13th October:

Theme 1- Marketing and People

Chapter 2 Market Positioning

Learning Objective:

- To describe the how consumers position a product based on a range of factors.
- To explain the positioning of a brand is influenced by consumer perception.
- To assess how the results of market research can be displayed on perceptual maps.

Lesson Outcome:

- Students will be able to be able to discuss how a positioning is concerned with the perceptions consumers have about products.
- To be able to narrate businesses may need to reposition their products.
- To be able to name illustrate perceptual maps for various products.

<p>Tuesday- Lessons 1 and 2</p> <p>1 Zoom Lessons 1 GC</p>	<p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students. A quick recap of the terms and concepts covered in the previous week.</p> <ul style="list-style-type: none">• <i>Teacher Input:</i> Discuss and explain various terms and concepts related to the chapter. Initiate a discussion among students related the approaches that a business might use to position its products.. <p><i>Homework:</i> Revise all the concepts taught and complete the assignment posted on GC.</p> <p><i>Resources:</i> Relevant Resources will uploaded on GC, PPT slides, Case study extracts and embedded videos, Fully charged electronic device, notebook and stationary.</p>
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