

YEAR 10 AE- BUSINESS

WEEK 8 (18th October to 22nd October)

Zoom link for the class will be shared in Google classroom.

Topic : : The Marketing Mix

Learning Objectives:

- To demonstrate through application; knowledge and understanding of business concepts and issues in relation to marketing mix
- To critically examine business scenarios in relation to marketing mix and draw valid arguments

Lesson Outcome: Students will be able to

- Explain and apply business concepts – marketing mix to case studies
- Evaluate marketing mix with real life examples .

Girls– A/E

<p>Sunday - 18/10/20</p> <p>2nd period 10AE - Zoom</p>	<p><i>Teacher Input/ Activity:</i></p> <ul style="list-style-type: none">● More Exam style questions involving case study evaluation on marketing mix posted in GC will be discussed in detail building their analytical and evaluative skills and guiding them with board pattern of writing answers <p><i>Extended Activity/ Research work:-</i></p> <ul style="list-style-type: none">● In groups , students are asked to do a research on 7P's and 8 P's on Marketing mix and the importance of each element.● Students will present with the help of PPT and share with other groups, their findings.
<p>Wednesday - 21/10/20</p> <p>5th Period 10AE- Zoom</p>	<p><i>Teacher Input/ Activity:</i></p> <p><i>Group Activity:-</i></p> <ul style="list-style-type: none">● To apply the Marketing Mix to a chocolate bar :-<ul style="list-style-type: none">- Designing, branding, logos, pricing, promotion and place- Students then return from breakout rooms and share with other groups, their findings.

	<i>Resources:</i> Device, Notebook, Textbook, Stationary
6th Period 10AE- GC	<p><i>Teacher Input/ Activity:</i></p> <ul style="list-style-type: none"> • <i>Activity–Practice Past paper questions for building students analytical and evaluative skills and guiding them with board pattern of writing answers. This will then be done by students in their notebooks and turned in.</i> • Write answers to the exam style question on Page 104 given in the textbook which will be posted in GC <p><i>Resources:</i> Device, Notebook, Textbook, Stationary</p>
<p>Thursday – 22/10/20</p> <p>1st Period 10 AE - Zoom</p>	<p><i>Teacher Input/ Activity:</i></p> <ul style="list-style-type: none"> • Students will have a discussion on the impact of changing consumer needs and technology on the marketing mix • Learn the Key terms on page 102. <p><i>Resources:</i> Device, Notebook, Textbook, Stationary</p>