

## YEAR 10 DE and 10BCF - BUSINESS

WEEK 8 (18<sup>th</sup> October to 22<sup>nd</sup> October)

Google Meet link for the class will be shared on the 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 the concepts of marketing mix with real life examples .

**Girls – D/E**

<p><b>Sunday - 18/10/20</b></p> <p><b>2nd period 10DE - Zoom</b></p>	<p><i>Teacher Input/ Activity:</i></p> <ul style="list-style-type: none"><li>● 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</li></ul> <p><i>Extended Activity/ Research work:-</i></p> <ul style="list-style-type: none"><li>● 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.</li><li>● Students will present with the help of PPT and share with other groups, their findings.</li></ul>
<p><b>Wednesday - 21/10/20</b></p> <p><b>5<sup>th</sup> Period 10DE - Zoom</b></p>	<p><i>Teacher Input/ Activity:</i></p> <p><i>Group Activity:-</i></p> <ul style="list-style-type: none"><li>● To apply the Marketing Mix to a chocolate bar :-<ul style="list-style-type: none"><li>- Designing, branding, logos, pricing, promotion and place</li><li>- Students then return from breakout rooms and share with other groups, their findings.</li></ul></li></ul>

	<i>Resources:</i> Device, Notebook, Textbook, Stationary
<b>6<sup>th</sup> Period 10DE- GC</b>	<p><i>Teacher Input/ Activity:</i></p> <ul style="list-style-type: none"> <li>• <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></li> <li>• Write answers to the exam style question on Page 104 given in the textbook which will be posted in GC</li> </ul> <p><i>Resources:</i> Device, Notebook, Textbook, Stationary</p>
<p><b>Thursday – 22/10/20</b></p> <p><b>1<sup>st</sup> Period 10 DE - Zoom</b></p>	<p><i>Teacher Input/ Activity:</i></p> <ul style="list-style-type: none"> <li>• Students will have a discussion on the impact of changing consumer needs and technology on the marketing mix</li> <li>• Learn the Key terms on page 102.</li> </ul> <p><i>Resources:</i> Device, Notebook, Textbook, Stationary</p>

### Boys - BCF

<p><b>Sunday - 18/10/20</b></p> <p><b>1<sup>st</sup> Period – Google Meet</b></p>	<p><i>Teacher Input/ Activity:</i></p> <ul style="list-style-type: none"> <li>• 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</li> </ul> <p><i>Extended Activity/ Research work:-</i></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Students will present with the help of PPT and share with other groups, their findings.</li> </ul>
<p><b>Tuesday – 20/10/20</b></p> <p><b>5<sup>th</sup> Period – Google Meet</b></p>	<p><i>Teacher Input/ Activity:</i></p> <p><i>Group Activity:-</i></p> <ul style="list-style-type: none"> <li>• To apply the Marketing Mix to a chocolate bar :- - Designing, branding, logos, pricing, promotion and place</li> </ul>

	<ul style="list-style-type: none"> <li>- Students then return from breakout rooms and share with other groups, their findings.</li> <li>• <i>Resources:</i> Device, Notebook, Textbook, Stationary</li> </ul>
<p><b>6<sup>th</sup> Period - GC</b></p>	<p><i>Teacher Input/ Activity:</i></p> <ul style="list-style-type: none"> <li>• <i>Activity–Practice Past paper questions</i> 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.</li> <li>• Write answers to the exam style question on Page 104 given in the textbook which will be posted in GC</li> </ul> <p><i>Resources:</i> Device, Notebook, Textbook, Stationary</p>
<p><b>Thursday – 22/10/20</b></p> <p><b>4<sup>th</sup> Period - Google Meet</b></p>	<p><i>Teacher Input/ Activity:</i></p> <ul style="list-style-type: none"> <li>• Students will have a discussion on the impact of changing consumer needs and technology on the marketing mix</li> <li>• Learn the Key terms on page 102.</li> </ul> <p><i>Resources:</i> Device, Notebook, Textbook, stationary</p>