

# **YEAR 11 A/E and 11 B/C/F - BUSINESS**

**WEEK 8 (18<sup>th</sup> to 22<sup>nd</sup> October, 2020)**

**All assignments and intimations sent to the students through Google Classroom.**

**Theme – 2**

**Topic: 2.2 Making Marketing Decisions; Place and Using the Marketing Mix to make business decisions**

**Learning Objective –**

- To learn about distribution of products through retailing and e-tailing
- To learn to analyse business situations to arrive at supported judgments regarding the appropriate channel.
- To understand how the elements in the marketing mix influence and complement each other.
- To study how the marketing mix can build up competitive advantage.

**Lesson Outcome –**

They will be able to:

- Critically analyse retailing and e-tailing to develop an evaluation
- Identify and suggest the most appropriate channel of distribution for each type of business
- Explain how each element in the marketing mix influence each other
- Suggest ways in which the marketing mix can establish competitive advantage

BOYS –Year 11 B/C/F

<p>Monday – 4<sup>th</sup> period (Boys)</p> <p>9:40 – 10:20 am</p>	<p><b>One GC session</b></p> <p><i>Teacher input/Activity:</i> Teacher posts a PPT on GC as an introduction to the topic Place element in the marketing mix and then students will answer a few questions on a short case study also posted on GC as an assignment in classwork.</p> <p><i>Resources:</i> Device, refill pad</p>
<p>Tuesday – 1<sup>st</sup> and 2<sup>nd</sup> period (Boys)</p> <p>7:25 – 8:05 and 8:10 – 8:50 am</p>	<p><b>Two Zoom sessions</b></p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Start a discussion about distribution of products through retailing and e-tailing. Present business situations to analyse and arrive at supported judgments regarding the appropriate channel of distribution.</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Wednesday – 7<sup>th</sup> period (Boys)</p> <p>12:15 – 12:55 pm</p>	<p><b>One Zoom session</b></p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Discuss understand how the elements in the marketing mix influence and complement each other. Further discuss how the marketing mix can build up competitive advantage.</p> <p><i>Resources:</i> Device, Case Study on GC</p>
<p>Thursday – 7<sup>th</sup> period (Boys)</p> <p>11:25 – 12:00 noon</p>	<p><b>One Zoom session</b></p> <p><i>Teacher input/Activity:</i> Assign Assessment 3 on GC</p> <p><i>Resources:</i> Device, refill pad</p>

GIRLS – Year 11 A

<p>Sunday – 3<sup>rd</sup> period (Girls)</p> <p>9:20 – 9:55 am</p>	<p><b>One Zoom session</b></p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Start a discussion about distribution</p>
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	<p>of products through retailing and e-tailing. Present business situations to analyse and arrive at supported judgments regarding the appropriate channel of distribution.</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Monday – 1<sup>st</sup> and 2<sup>nd</sup> period (Girls)</p> <p>7:25 – 8:05 and 8:10 – 8:50 am</p>	<p><b>Two Zoom</b> sessions</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Resume the discussion about business situations and how to choose the appropriate channel of distribution. Discuss understand how the elements in the marketing mix influence and complement each other. Further discuss how the marketing mix can build up competitive advantage.</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Wednesday – 1<sup>st</sup> period(Girls)</p> <p>7:25 – 8:05 am</p>	<p><b>One synchronous Google classroom lesson.</b></p> <p><b>One GC</b> session</p> <p><i>Teacher input/Activity:</i> Teacher posts a PPT on GC as a review to the topic Place element in the marketing mix and then students will answer a few questions on a short case study also posted on GC as an assignment in classwork.</p> <p><i>Resources:</i> Device, refill pad</p>
<p>Thursday – 3<sup>rd</sup> period (Girls)</p> <p>8:40 – 9:20 am</p>	<p><b>One Zoom</b> session</p> <p><i>Teacher input/Activity:</i> Assign Assessment 3 on GC</p> <p><i>Resources:</i> Device, refill pad</p>

A

Sunday – 3 <sup>rd</sup> period	Zoom
Monday – 1 <sup>st</sup> and 2 <sup>nd</sup> period	Zoom
Wednesday – 1 <sup>st</sup> period	GC
Thursday – 3 <sup>rd</sup> period	Zoom (A)

BCF

Monday – 4 <sup>th</sup> period	GC
Tuesday – 1 <sup>st</sup> and 2 <sup>nd</sup> period	Zoom
Wednesday – 7 <sup>th</sup> period	Zoom
Thursday – 7 <sup>th</sup> period	Zoom (A)