

YEAR 11 D/E

WEEK 8 (18th to 22nd 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

GIRLS – Year 11 D/E

<p>Sunday – 3rd period (Girls) 9:20 – 9:55 am</p>	<p>One Zoom session</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>Monday – 1st and 2nd period (Girls) 7:25 – 8:05 and 8:10 – 8:50 am</p>	<p>Two Zoom 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 – 1st period(Girls) 7:25 – 8:05 am</p>	<p>One synchronous Google classroom lesson.</p> <p>One GC 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 – 3rd period (Girls) 8:40 – 9:20 am</p>	<p>One Zoom session</p> <p><i>Teacher input/Activity:</i> Assign Assessment 3 on GC</p> <p><i>Resources:</i> Device, refill pad</p>