

YEAR 11G/H - BUSINESS

WEEK 8 (18th to 22nd October, 2020)

All intimation sent to the students through Google Classroom and/or whatsapp.

Topic: Marketing

Lesson: 36 – Product

Lesson: 37 – Price

Learning Objectives:

- To complete the lesson Product by explaining Product Portfolio and its Analysis using the Boston Matrix
- To explore the different types of Pricing Strategies
- To analyse the choice of pricing strategy using propriety

Lesson Outcome:

- Students will be able to state and explain the elements in the Boston Matrix
- Students will be able to state and explain the different pricing strategies.
- They will be able to apply their knowledge to business case studies and justify their choice of pricing strategy.

Monday, 19 th Oct. - 8 th lesson	Google Meet
Tuesday 20 th Oct. - 7 th and 8 th lessons	Google Meet (A)
Wednesday, 21 st Oct. - 8 th lesson	Google Meet
Thursday, 22 nd Oct. – 2 nd lesson	Synchronous GC

<p>Monday – 8th period (Boys and Girls) 1:00 – 1:40 pm</p>	<p>One Google Meet lesson</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Explain about product portfolio and its analysis. Discuss the case study – Cheesy Snax Pg 305-306</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Tuesday – 7th & 8th periods (Boys and Girls) 12:15 – 1255 pm and 1:00-1:40 pm</p>	<p>Two Google Meet lessons. Students’ attendance will be recorded according to their attendance on Google Meet.</p> <p>7th lesson – Assessment</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Introduce the meaning of Price in a business context and link it to the marketing mix. Discuss case study- Kowloon Gift Shop. Further discuss how pricing can be done in a variety of ways and explain each type of pricing strategy- the purpose and its impact on markets. Evoke examples from them.</p> <p><i>Homework:</i> Activity 1- Coffee Shop</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Wednesday – 8th period (Boys and Girls) 1:00 – 1:40 pm</p>	<p>One Google Meet lesson. Students’ attendance will be recorded according to their attendance on Google Meet.</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Continue the discussion on how pricing can be done in a variety of ways and explain each type of pricing strategy- the purpose and its impact on markets. Evoke examples from them.</p> <p><i>Homework:</i> Activity 2- Pharmaceutical Companies.</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Thursday – 2nd period (Boys and Girls) 8:00 – 8:35 pm</p>	<p>One synchronous GC lesson .</p> <p><i>Teacher input/Activity:</i> They will answer a case study Nassar’s Pg 311-312</p> <p><i>Resources:</i> Device</p>

--	--