

YEAR 12 - BUSINESS

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

Monday, 19th October: One Zoom session during the 6th lesson and 1 synchronous GC session in the 7th lesson. Zoom intimation and details will be sent on Google Classroom

Chapter 12: Theme 1- Distribution

Learning Objective:

- To learn what distribution is and its importance in the Marketing Mix.
- To learn about the different channels of distribution.
- To examine the factors that lead to the appropriate choice of channel
- To explore the changes in distribution to reflect social trends

Lesson Outcome:

- Students will be link distribution to the place element in the marketing mix.
- They will be able to learn about the different channels of distribution.
- They will be able to record the factors that help in choosing the right distribution channel.
- They will be able to discuss how changes in trends have brought about new channels of distribution.

Monday- 6 th period Zoom and 7 th period GC	<p>Zoom Meeting (details to be intimated on Google Classroom)</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher Input:</i> Introduce the term distribution with a reiteration that it is the Place element in the marketing mix. Discuss the various channels of distribution. Teach them the factors that lead to the appropriate choice.</p> <p>On GC post a PPT to review the concepts taught along with ways in which distribution has evolved to reflect social trends.</p> <p><i>Resources:</i> Textbook Pgs 63 to 67, Device, Notebook and stationary</p>
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