

YEAR 12 - BUSINESS

WEEK 8 (18th- 22nd Oct, 2020)

Blended/ Distance Learning

Tuesday, 20th October:

Theme 1- Marketing and People

Chapter 3 Market Positioning

Learning Objective:

- To describe how a firm can gain competitive advantage.
- To explain the purpose of product differentiation.
- To assess how adding value to products helps firms survive in highly competitive markets.

Lesson Outcome:

- Students will be able to be able to discuss how adding value can be used to differentiate a product and thereby gain an edge.
- To be able to narrate various ways in which value can be added to products.
- To be able assess how consumers attach a value to products.

<p>Tuesday- Lessons 1 and 2</p> <p>2 Zoom Lessons</p>	<p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students. A quick recap of the terms and concepts covered in the previous week.</p> <p><i>Teacher Input:</i> Discuss and explain various terms and concepts related to the chapter. Initiate a discussion among students related the approaches that a business might use to differentiate a product and thereby gain an edge.</p> <p><i>Homework:</i> Revise all the concepts taught and complete the assignment posted on GC.</p> <p><i>Resources:</i> Relevant Resources will uploaded on GC, PPT slides, Case study extracts and embedded videos, Fully charged electronic device, notebook and stationary.</p>
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