

## **YEAR 11G/H - BUSINESS**

**WEEK 9 (25<sup>th</sup> to 28<sup>th</sup> October, 2020)**

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

**Topic: Marketing**

**Lesson: 38 – Place**

Learning Objectives:

- To understand the role of distribution channels
- To explore the different methods of distribution
- To analyse the role played by e-commerce(e-tailing) in distribution

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, 26 <sup>th</sup> Oct. - 8 <sup>th</sup> lesson	<b>Google Meet</b>
Tuesday 27 <sup>th</sup> Oct. - 7 <sup>th</sup> and 8 <sup>th</sup> lessons	<b>Google Meet</b>
Wednesday, 28 <sup>th</sup> Oct. - 8 <sup>th</sup> lesson	<b>Google Meet</b>
Thursday, 29 <sup>th</sup> Oct.	<b>HOLIDAY</b>

<p>Monday – 8<sup>th</sup> period (Boys and Girls)  1:00 – 1:40 pm</p>	<p><b>One Google Meet lesson</b></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 Place in a business context and link it to the marketing mix. Discuss how distribution of goods and services can be done in a variety of ways.</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Tuesday – 7<sup>th</sup> &amp; 8<sup>th</sup> periods (Boys and Girls)  12:15 – 1255 pm and 1:00-1:40 pm</p>	<p><b>Two Google Meet lessons.</b> 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> Explain each channel of distribution along with e-tailing. Evoke examples from them regarding the types of products that are distributed in a particular way with an analysis of the channel.</p> <p><i>Homework:</i> Unilever Pg 313</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Wednesday – 8<sup>th</sup> period (Boys and Girls)  1:00 – 1:40 pm</p>	<p><b>One Google Meet lesson.</b> 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> Discuss the factors that help choose the most appropriate channel of distribution of a particular type of product/service.</p> <p><i>Homework:</i> Case Study – Bata and Rolex.</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>
<p>Thursday</p>	<p><b>HOLIDAY</b></p>