

YEAR 12 - BUSINESS

WEEK 9 (25th to 28th October, 2020)

Monday, 26th October: Two Zoom sessions during the 6th lesson and 7th lessons. Zoom intimation and details will be sent on Google Classroom

Assessment- Pricing Strategies

Chapter 12: Theme 1- Distribution

Learning Objective:

- To assess application and analytical skills of the concepts in Pricing Strategies
- 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 have an understanding of their abilities in applying knowledge to analyse a business scenario and effectively communicate their thoughts on Pricing Strategies
- 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.

<p>Monday- 6th period Zoom and 7th period GC</p>	<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> In the 6th lesson assign them the 12 mark assessment. In the 7th lesson, reiterate what distribution is and its importance 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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