

YEAR 11G/H - BUSINESS

WEEK 10 (1st to 5th November, 2020)

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

Topic: Marketing

Lesson: 39 – Promotion

Learning Objectives:

- Conduct Assessment 4
- To understand Above the Line and Below the Line Promotion Techniques
- To understand Public Relations- improving Company image/brand
- To understand how technology is used in Promotion
- To explore different promotion Strategies

Lesson Outcome:

- Students will be able to apply knowledge and understanding to analyse and evaluate a case study through an assessment
- They will learn about Promotional techniques
- They will know how to establish a brand image through public relations
- They will analyse how technology has impacted promotion.
- They will learn about different promotion strategies.

Monday, 2 nd Nov. - 8 th lesson	Google Meet
Tuesday 3 rd Nov. - 7 th and 8 th lessons	Google Meet
Wednesday, 4 th Nov. - 8 th lesson	Google Meet
Thursday, 5 th Nov. – 2 nd lesson	Synchronous GC

<p>Monday – 8th period (Boys and Girls) 1:00 – 1:40 pm</p>	<p>One Google Meet lesson <i>Teacher input/Activity:</i> Conduct Assessment 4 <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. <i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students. <i>Teacher input/Activity:</i> Explain the techniques of Promotion and the various strategies under those techniques. Explain the role of technology in Promotion. Students will discuss using real life examples. They will prepare their notes while participating in the discussion. <i>Homework:</i> Blake Street Blinds Pg 322 <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. <i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students. <i>Teacher input/Activity:</i> Discuss how Public Relations helps build a brand image. Discuss the importance of branding <i>Homework:</i> Case Study – Television Advertising and Coupons. <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. <i>Teacher input/Activity:</i> They will answer a case study posted on GC- The Indian Premier League Pg 331. <i>Resources:</i> Device, Text</p>