

## YEAR 9 DE - BUSINESS

WEEK 12 (15<sup>th</sup> November to 19<sup>th</sup> November, 2020)

All intimation will be sent to the students through Google Classroom, Zoom.

### Topic 1.2: Spotting a business opportunity

#### Lesson 5 : Market Research

Learning Objectives:

- To illustrate the use of data in market research
- To differentiate between the two different types of data

Lesson Outcome:

- Students will be able to explain the use of data in market research.
- Students will be able to compare qualitative data and quantitative data

<b>Sunday – 15/11/20</b> <b>4<sup>th</sup> Period– Zoom</b>	<i>Teacher Input &amp; Activity:</i> <ul style="list-style-type: none"><li>● Teacher will introduce the topic with a research activity students will do students will then learn the types of data, Further activities will be shared to build on the topic.</li></ul> <i>Homework –discuss the benefits to a business of using qualitative research to design a marketing campaign.</i> <i>GC – Students will do activities posted on GC</i> <i>Resources: Device, textbook, GC, Bitesize, Videos</i>
<b>Tuesday –17/11/20</b> <b>3<sup>rd</sup> period zoom</b>	<i>Teacher Input &amp; Activity:</i> <ul style="list-style-type: none"><li>● Teacher will continue the use of activities done by students to present qualitative and quantitative data more in detail.</li></ul> <i>.Homework- activity on pg 44</i> <i>Resources: Device, textbook, GC, Bitesize, Videos</i>
<b>4<sup>th</sup> GC</b>	<i>Teacher Input &amp; Activity:</i> <p>Students will do a task posted on GC</p> <p>Case study: Birds of a feather</p> <i>Resources: Device, textbook, GC, Bitesize, Videos</i>