

## YEAR 9 A/E - BUSINESS

WEEK 13 (22<sup>nd</sup> November to 26<sup>th</sup> November, 2020)

Blended Learning, Distance Learning

Topic 1.2: Spotting a business opportunity

Lesson 5 : Market Research

Learning Objectives:

- To know what is social media
- To understand the advantages of social media in collecting market research data
- To know how social media is used in collecting market research

Lesson Outcome:

- Students will be able to explain the meaning of social media
- Students will be able to outline the advantages of social media to businesses
- Students will be able to analyse the role of social media in collecting market research data

**Girls**

<b>Sunday – 22/11/20</b> <b>4<sup>th</sup> Period (AE ) –zoom</b> <b>9:50 – 10:25</b>	Zoom – link sent on GC Introduction – what is social media? - a short discussion <i>Teacher Input &amp; Activity:</i> Teacher will explain two advantages of social media to businesses. <i>Homework –Case study The Red Lyon pg 48</i>  <i>Resources:</i> Device, textbook, GC, Bitesize, Videos
<b>Tuesday –24/11/20 (AE)</b> <b>3<sup>rd</sup> period zoom</b> <b>8:55-9:35</b> <b>4<sup>th</sup> GC</b> <b>9:35 – 10:15</b>	Zoom – link sent on GC <i>Introduction –Teacher will recap previous lesson through Q &amp; A</i> <i>Teacher Input &amp; Activity:</i> Teacher will continue explaining two more advantages of social media to businesses. .Homework- activity on pg 48  Students will do a task posted on GC  Exam style question: Discuss the benefits of market research to a manufacturer launching a product.  <i>Resources:</i> Device, textbook, GC, Bitesize, Videos

# YEAR 9 B/C/F - BUSINESS

WEEK 13 (22<sup>nd</sup> November to 26<sup>th</sup> November, 2020)

Blended Learning, Distance Learning

## Topic 1.2: Spotting a business opportunity

### Lesson 5 : Market Research

Learning Objectives:

- To know what is social media
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**Boys**

<b>Sunday – 22/11/20</b>  <b>8<sup>th</sup> period (BCF) – zoom</b> <b>12:40 – 1:20</b>	Zoom – link sent on GC Introduction – what is social media? - a short discussion <i>Teacher Input &amp; Activity:</i> Teacher will explain two advantages of social media to businesses. <i>Homework –Case study The Red Lyon pg 48</i>  <i>Resources: Device, textbook, GC, Bitesize, Videos</i>
<b>Thursday - 26/11/20</b>  <b>5<sup>th</sup> period - zoom 2</b> <b>10:10 – 10:50</b>  <b>6<sup>th</sup> period - GC</b> <b>10:50 – 11:25</b>	Zoom – link sent on GC <i>Introduction –Teacher will recap previous lesson through Q &amp; A</i> <i>Teacher Input &amp; Activity:</i> Teacher will continue explaining two more advantages of social media to businesses. .Homework- activity on pg 48  Students will do a task posted on GC  Exam style question: Discuss the benefits of market research to a manufacturer launching a product.  <i>Resources: Device, textbook, GC, Bitesize, Videos</i>