

YEAR 9 DE- BUSINESS

WEEK 13 (22nd November to 26th November, 2020)

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
- Outline the advantages of social media to businesses
- Analyse the role of social media in collecting market research data

Sunday – 22/11/20 4th Period –Zoom	<i>Teacher Input & Activity:</i> <ul style="list-style-type: none">● Introduction – what is social media? - a short discussion● 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
Tuesday –24/11/20 3rd period - Zoom	<i>Teacher Input & Activity:</i> <ul style="list-style-type: none">● <i>Introduction –Teacher will recap previous lesson through Q & A</i>● Teacher will continue explaining two more advantages of social media to businesses. <i>.Homework- activity on pg 48</i> <i>Resources:</i> Device, textbook, GC, Bitesize, Videos
4th period - GC	<i>Teacher Input & Activity:</i> Exam style question: Discuss the benefits of market research to a manufacturer launching a product. <i>Resources:</i> Device, textbook, GC, Bitesize, Videos