

YEAR 9 A/E - BUSINESS

WEEK 1 (31st January to 1st February, 2021)

Blended Learning, Distance Learning

Topic 1.2: Spotting a business opportunity

Lesson 6 : Market Segmentation

Learning Objectives:

- To Identify market segments
- To understand what is meant by a gap in the market

Lesson Outcome:

- Students will be outline the different market segments
- Students will be able to interpret gaps in the market

Girls

Sunday – 31/1/21 4th Period (AE) –zoom 9:50 – 10:25	Zoom – link sent on GC Introduction – Q and A on what is market segmentation ? <i>Teacher Input & Activity:</i> Teacher will show a video on market segmentation. Students will do an activity on market segmentation and also case study Essential trading from the text book <i>Homework –Read pages 50 – 51 from the text book</i> <i>Resources:</i> Device, textbook, GC, Bitesize, Videos
Tuesday –2/2/21(AE) 3rdperiod zoom 8:55-9:35 4th GC 9:35 – 10:15	Zoom – link sent on GC <i>Introduction –Teacher will explain what is market mapping ?</i> <i>Teacher Input & Activity:</i> Teacher will ask students to discuss on word docs/ break out rooms how a market map can help businesses. .Homework- activity on pg53, read the topic. Students will do strengthen questions and challenge questions posted on GC <i>Resources:</i> Device, textbook, GC, Bitesize, Videos

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Boys

Sunday – 31/1/21 8th period (BCF) – zoom 12:40 – 1:20	Zoom – link sent on GC Introduction – Q and A on what is market segmentation? <i>Teacher Input & Activity:</i> Teacher will show a video on market segmentation. Students will do an activity on market segmentation and also case study Essential trading from the text book <i>Homework – Read pages 50 – 51 from the text book</i> <i>Resources:</i> Device, textbook, GC, Bitesize, Videos
Thursday - 4/2/21 5th period - zoom 2 10:10 – 10:50 6th period - GC 10:50 – 11:25	Zoom – link sent on GC <i>Introduction – Teacher will explain what is market mapping?</i> <i>Teacher Input & Activity:</i> Teacher will ask students to discuss on word docs/ break out rooms how a market map can help businesses. .Homework- activity on pg53, read the topic. Students will do strengthen questions and challenge questions posted on GC <i>Resources:</i> Device, textbook, GC, Bitesize, Videos