

YEAR 9 DE - BUSINESS

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

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 able to

- Outline the different market segments
- Interpret gaps in the market

Sunday – 31/1/21 4th Period – Zoom	<i>Teacher Input & Activity:</i> PPT on Market segmentation <ul style="list-style-type: none">● Introduction – Q and A on what is market segmentation ?● 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: Device, textbook, GC, Bitesize, Videos</i>
Tuesday – 02/02/21 3rd period - Zoom	<i>Teacher Input & Activity:</i> PPT on Market segmentation <ul style="list-style-type: none">● <i>Introduction –Teacher will explain what is market mapping ?</i>● Teacher will ask students to discuss on word docs/ break out rooms how a market map can help businesses. <i>Homework- activity on pg53, read the topic.</i> <i>Resources: Device, textbook, GC, Bitesize, Videos</i>
4th Period - GC	Students will do strengthen questions and challenge questions posted on GC <i>Resources: Device, textbook, GC, Bitesize, Videos</i>