

YEAR 13 - BUSINESS

WEEK 23 (31st January to 4th February, 2021)

Sunday – 31st January, 2021- 4th and 5th lessons Zoom- Details of the meeting sent on Google Classroom.

Theme 4 –Global Marketing

Chapter 76- Marketing

Lesson Objectives –

- Understand what global marketing strategy and global localization is.
- Learn about the different marketing approaches and analyse them
- Understand how businesses adapt and apply the marketing mix and Ansoff’s matrix to global markets.

Learning Outcomes –

They will be able to:

- Define and explain what global marketing strategies are
- Apply different types of marketing approaches and analyse their results.
- Integrate earlier concepts of marketing mix and Ansoff’s Matrix to global market settings

| | |
|--|---|
| <p>Sunday – 4th and 5th periods Zoom (Boys and Girls) 10:00 - 10:35 and 10:55 – 11:30 am</p> | <p>Two Zoom lessons. Students’ attendance will be recorded according to their participation.</p> <p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students.</p> <p><i>Teacher input/Activity:</i> Students will actively participate in a discussion covering global marketing strategies. They will exemplify different types of marketing approaches based on their wider knowledge. They will analyse the appropriate type of marketing approach for different businesses and also suggest the application of the marketing mix and Ansoff’s matrix.</p> <p><i>Homework:</i> The Global Market case study (Pg 463)</p> <p><i>Resources:</i> Device with internet connectivity, textbook, websites and research material</p> |
|--|---|