

YEAR 9 A/E - BUSINESS

WEEK 24 (7th February to 11th February, 2021)

Blended Learning, Distance Learning

Topic 1.2: Spotting a business opportunity

Lesson 6 : Market Segmentation

Learning Objectives:

- To understand the concept of mass markets and Niche markets
- To identify a gap in the market

Lesson Outcome:

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

Girls

Sunday – 7/2/21 4th Period (AE) –zoom 9:50 – 10:25	Zoom – link sent on GC Introduction – Students will be given different products and they will have to identify their market segments <i>Teacher Input & Activity:</i> Teacher will explain what are mass markets and niche markets as other forms of market segmentation <i>Homework –define mass markets and niche markets</i> <i>Resources: Device, textbook, GC, Bitesize, Videos</i>
Tuesday –9/2/21(AE) 3rd period zoom 8:55-9:35 4th GC 9:35 – 10:15	Zoom – link sent on GC <i>Introduction –Teacher will give an activity on market mapping of different models of cars, students will place the cars on a market map</i> <i>Teacher Input & Activity:</i> Teacher will explain the advantages and disadvantages of market maps . Innocent drinks has 10% of the market for coconut water. To build on this the managers see two options <ul style="list-style-type: none">● Option 1 focus on coconut water to build on market share at the expense of rivals.● Option 2 Launch other plant based waters such as cactus juice and maple water Justify which of these options the manager should use. Homework- Write a note on the Effectiveness of market maps <i>Resources: Device, textbook, GC, Bitesize, Videos</i>

YEAR 9 B/C/F - BUSINESS

WEEK 24 (7th February to 11th February, 2021)

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Topic 1.2: Spotting a business opportunity

Lesson 6 : Market Segmentation

Learning Objectives:

- To understand the concept of mass markets and Niche markets
- To identify a gap in the market

Lesson Outcome:

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

Boys

Sunday – 7/2/21 8th period (BCF) – zoom 12:40 – 1:20	Zoom – link sent on GC Introduction – Students will be given different products and they will have to identify their market segments <i>Teacher Input & Activity:</i> Teacher will explain what are mass markets and niche markets as other forms of market segmentation <i>Homework –define mass markets and niche markets</i> <i>Resources: Device, textbook, GC, Bitesize, Videos</i>
Thursday - 11/2/21 5th period - zoom 2 10:10 – 10:50 6th period - GC 10:50 – 11:25	Zoom – link sent on GC <i>Introduction –Teacher will give an activity on market mapping of different models of cars, students will place the cars on a market map</i> <i>Teacher Input & Activity:</i> Teacher will explain the advantages and disadvantages of market maps . Innocent drinks has 10% of the market for coconut water. To build on this the managers see two options <ul style="list-style-type: none">● Option 1 focus on coconut water to build on market share at the expense of rivals.● Option 2 Launch other plant based waters such as cactus juice and maple water Justify which of these options the manager should use. Homework- Write a note on the Effectiveness of market maps <i>Resources: Device, textbook, GC, Bitesize, Videos</i>