

YEAR 9 DE - BUSINESS

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

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 be able to

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

Sunday – 07/02/21 4th Period –Zoom	<i>Teacher Input & Activity:</i> PPT – Market mapping <ul style="list-style-type: none">● Introduction – Students will be given different products and they will have to identify their market segments● 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 –09/02/21 3rd period - Zoom	<i>Teacher Input & Activity:</i> PPT - Market mapping <ul style="list-style-type: none">● <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>
4th Period - GC	<i>Teacher Input & Activity:</i> PPT - Market mapping <ul style="list-style-type: none">● 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 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>