

## YEAR 13 - BUSINESS

WEEK 24 (7<sup>th</sup> to 11<sup>th</sup> February, 2021)

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

### Theme 4 –Global Marketing

#### Chapter 77- Niche Markets

Lesson Objectives –

- Understand cultural diversity and features of global niche markets.
- Learn about the adaptation and application of the marketing mix to suit global niches

Learning Outcomes –

They will be able to:

- Define and explain what global niche markets are
- Apply the marketing mix to understand how global niche markets are catered to

<p>Sunday – 4<sup>th</sup> and 5<sup>th</sup> periods Zoom (Boys and Girls) 10:00 - 10:35 and 10:55 – 11:30 am</p>	<p><b>Two Zoom lessons.</b> 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 niche markets- what they are and how they are catered to. They will exemplify different types of marketing mix applications to suit different global niches; based on their wider knowledge. They will analyse the appropriate type of marketing approach for different businesses.</p> <p><i>Homework:</i> The Global Niches case study (Pg 467)</p> <p><i>Resources:</i> Device with internet connectivity, textbook, websites and research material</p>
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