

## YEAR 13 - BUSINESS

WEEK 25 (14<sup>th</sup> to 18<sup>th</sup> February, 2021)

Sunday – 14<sup>th</sup> February, 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 78- Cultural/Social Factors

Lesson Objectives –

- Understand different considerations businesses have to adopt such as cultural differences, language, unintended meanings, inappropriate/inaccurate translations, differing tastes and inappropriate branding and promotion.

Learning Outcomes –

They will be able to:

- Define, explain and analyse the impact of cultural and social differences when adapting to markets across the globe.

<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 cultural and social differences when marketing products across different countries. They will share their knowledge and insights and analyse the impact of changes in customs on global businesses.</p> <p><i>Homework:</i> Bridging the cultural gap- case study (Pg 472)</p> <p><i>Resources:</i> Device with internet connectivity, textbook, websites and research material</p>
--	--