

YEAR 13 - BUSINESS

WEEK 27 (28th Feb to 4th March, 2021)

Blended/ Distance Learning

Sunday, 28th February

Research: The UK Restaurant, Fastfood and Takeaway Industry

Learning Objective:

To analyze the Marketing and promotions used by UK fast food, take-away and restaurant businesses:

- Corporate branding
- Product branding
- Rebranding

Lesson Outcome:

- Students will be able to be [Link to the research area on Competition to the units where Marketing and promotions are mentioned:](#)
- **1.3.2 Branding and promotion**
- **1.3.5 Marketing strategy**
- **4.3.1 Marketing**

<p>Sunday- Lessons 7 and 8</p> <p>2 Zoom Lessons (details to be intimated on Google Classroom)</p>	<p><i>Introduction:</i> Share the Learning Objectives and Lesson Outcomes with the students. The pre released case study for 2021 Paper 3 will be introduced.</p> <p><i>Teacher Input:</i> Encourage students to undertake a research on the competitive environment facing UK fast food/take-away and restaurant businesses: .</p> <p><i>Homework:</i> Research on topics assigned and preparation of presentations.</p> <p><i>Resources:</i> Relevant Resources will uploaded on GC, PPT slides and embedded videos, Fully charged electronic device, notebook and stationary.</p>
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