

YEAR 11 D/E - BUSINESS

WEEK 42 (13th to 17th June, 2021)

All assignments and intimations sent to the students through Google Classroom.

Topic: Introduction to AS Business

Learning Objective –

- To extend knowledge on Pricing, by learning about different Strategies
- To learn about factors that help determine the most appropriate strategy for a particular situation

Lesson Outcome –

They will be able to:

- State and explain the different strategies
- Analyse the factors that help determine the most appropriate promotional strategy for a particular situation
- Discuss changes in Promotion to reflect social trends

Sunday – 3 rd period (Girls)	<p>One Asy GC session</p> <p><i>Teacher input/Activity:</i> Students research and reflect on Different promotional Strategies</p> <p>Sites to research- https://www.tutor2u.net/business/reference/promotion-introduction</p> <p><i>Resources:</i> Device and internet connectivity, notebook.</p>
Monday – 1 st and 2 nd period (Girls)	<p>Two Zoom sessions</p> <p><i>Introduction:</i> Initiate a discussion on Promotional Strategies</p> <p><i>Teacher input/Activity:</i> Students will verbally share their research and further their understanding on promotional Strategies with guidance in the form of teacher inputs. Discussion will be furthered on the suitability of each type of Promotional Strategy.</p> <p><i>Resources:</i> Device, Text, Notebook and stationary</p>

<p>Wednesday – 1st period (Girls)</p>	<p>One Asy GC session</p> <p><i>Teacher input/Activity:</i> Students research and reflect on business articles that cover content on:</p> <p>Factors that determine the most appropriate promotional strategy in a given situation.</p> <p>Sites to research- https://www.tutor2u.net/business/reference/promotion-introduction</p> <p><i>Resources:</i> Device and internet connectivity.</p>
<p>Thursday – 3rd period (Girls)</p>	<p>One Asy GC session</p> <p><i>Teacher input/Activity:</i> Students research and reflect on business articles that cover content on:</p> <p>Sites to research-</p> <p><i>Resources:</i> Device and internet connectivity.</p>