

YEAR 11 D/E - BUSINESS

WEEK 43 (20th to 24th June, 2021)

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

Topic: Introduction to AS Business: Distribution

Learning Objective –

- To extend knowledge on the “Place” element of the marketing mix
- To learn about Distribution and the various channels of distribution
- To ascertain how to choose the appropriate distribution channel.
- To identify changes in distribution to adapt to reflect social trends.

Lesson Outcome –

They will be able to:

- Explain the how the element of “Place” really refers to the way the product is distributed
- Explain the various channels of distribution.
- Analyse how to choose the appropriate channel of distribution
- Discuss changes in distribution to reflect social trends.

Sunday – 3 rd period (Girls)	One Asy GC session <i>Teacher input/Activity:</i> Students research and reflect on Distribution and the channels of distribution Sites to research- https://www.britannica.com/topic/marketing/Brokers-and-agents https://courses.lumenlearning.com/boundless-marketing/chapter/channel-intermediaries/ https://www.toppr.com/guides/business-studies/marketing/distribution/ <i>Resources:</i> Device and internet connectivity, notebook.
Monday – 1 st and 2 nd period (Girls)	Two Zoom sessions <i>Introduction:</i> Initiate a discussion on the Place element of the marketing mix

	<p><i>Teacher input/Activity:</i> Students will verbally share their research and further their understanding on Distribution and the various channels of distribution with guidance in the form of teacher inputs. Discussion will be furthered on how to choose the appropriate channel of distribution.</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> Teacher will post content on the topic for further review and students must read and reflect on it as well as conduct further research on similar content:</p> <p>Choice of the channel of distribution.</p> <p><i>Resources:</i> https://www.economicdiscussion.net/distribution-channel/factors-affecting-choice-of-distribution-channel/31503</p> <p>https://www.yourarticlelibrary.com/production/5-important-factors-affecting-the-choice-of-channels-of-distribution-by-the-manufacturer/1100</p> <p>Device and internet connectivity.</p>
<p>Thursday – 3rd period (Girls)</p>	<p>One Asy GC session</p> <p><i>Teacher input/Activity:</i> Teacher will post content on the topic for further review and students must read and reflect on it as well as conduct further research on similar content:</p> <p>Changes in the distribution to reflect social trends.</p> <p><i>Resources:</i> http://businesswithmredwards.weebly.com/134-distribution.html</p> <p>Device and internet connectivity.</p>