GULF ENGLISH SCHOOL IGCSE 2 BUSINESS (Sept-Oct, 2019-20)

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| TOPICS: 1 Technology and the Marketing Mix 2 Marketing Strategy 3 Exam Paper 2 Preparation 4 Business Finance Needs |

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| Theme: Marketing and Business Finance | Level: IG2 |
| Objectives: To demonstrate an understanding of the use of technology within the marketing mix. To evaluate the best strategies for marketing decisions. To develop an understanding of business finance. |

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| Focus Objectives | Key Words  |
| Technology and the Marketing Mix:* **What are the features of the internet and social media for promotion?**
* **How can you develop an understanding of e-commerce?**

Marketing Strategy:* **How can you influence consumer decisions?**
* **Are you able to justify a marketing strategy in any given circumstance?**
* **How does the growth potential of new markets in other countries overcome the problems of entering markets abroad?**

 Business Finance: Needs and Sources* **Are you able to produce a list of reasons as to why businesses need finance?**
* **Can you evaluate the differences between short-term and long-term finance needs?**
* **Are you able to recall the main sources of capital internally and externally?**
* **What are the main factors you must consider when making a financial choice?**
 | * Social Media Marketing
* Viral Marketing
* E-commerce
* Dynamic Pricing
* Marketing strategy
* Target market
* Legal controls
* Potential markets abroad
* Justify
* Recommend
* Analyse
* Evaluate
* Start-Up capital
* Working Capital
* Capital Expenditure
* Revenue Expenditure
* Internal Finance
* External Finance
* Micro-finance
* Crowd funding
 | Explaining wordsJustify..Analyse…Identify…Outline…Explain…Define..Recommend..What if….How can …. |