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 words  Justify..  Analyse…  Identify…  Outline…  Explain…  Define..  Recommend..  What if….  How can …. |