GULF ENGLISH SCHOOL IGCSE 2 BUSINESS

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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: Year 10 |
| 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 Homework | |
| Technology and the Marketing Mix:   * **To identify the features of the internet and social media for promotion** * **To develop an understanding of e-commerce** * **To analyse the opportunities and threats of ecommerce to business and consumers**   Marketing Strategy:   * **To develop an understanding of the importance of the marketing mix in influencing consumer decisions** * **To recommend and justify a marketing strategy in given circumstances** * **To evaluate the legal controls on marketing** * **To identify the growth potential of new markets in other countries and the methods of overcoming the problems of entering markets abroad**   Paper 2 Practice:   * **To demonstrate an understanding of the process of paper 2 answering – Highlighting, command words, case study analysis, evaluation, analysing and evaluating vocabulary**   Business Finance: Needs and Sources   * **To produce a list of reasons as to why businesses need finance** * **To evaluate the differences between short-term and long-term finance needs** * **To recall the main sources of capital internally and externally** * **To predict the main factors considered in making 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 * Crowdfunding | Workbook questions  End of topic Questions  Past Papers  **Assessments:**  **Class Quizzes:** Students can recall the key vocabulary and answer short answer questions which assess their recall and knowledge skills – Minimum 2  **End of Topic Tests:**  Students will be required to use their skills of recall, application, analysis and evaluation – Biweekly  **Research:**  Students will complete a research project on the need and sources of business finance |