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 questionsEnd of topic QuestionsPast 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 |