

S3 BUSINESS – MISS HALLIDAY’S GROUP
HOME LEARNING SCHEDULE
MARCH – JUNE 2020

Please send work to your teacher when completed – our email addresses are at the bottom of the page

TOPIC	RESOURCES NEEDED	TASK TO COMPLETE	ESTIMATED TIME TO COMPLETE	COMMENTS
MARKETING				
1. What is a market; what is marketing; the role and importance of marketing	Marketing Notes – in Notes Channel Marketing booklet – in Teaching Resources Channel	Tasks 1,2,3,4	30 minutes	You can work through the tasks as set on a weekly basis and return them as you do them, or you can complete the whole booklet and send it to me when you are finished.
2. Advertising	Marketing Notes – in Notes Channel Marketing booklet – in Teaching Resources Channel	Task 7 Progress check	30 minutes	Return your answers to me – either in a word document or handwritten and sent as a photo
3. Markets and Competition	Marketing Notes – in Notes Channel Marketing booklet – in Teaching Resources Channel	Task 8, 9	10 minutes	Return your answers to me – either in a word document or handwritten and sent as a photo
4. Market Research	Marketing Notes – in Notes Channel Marketing booklet – in Teaching Resources Channel Market Research PowerPoint	Task 11 Part A and Part B Task 12	40 minutes	Return your answers to me – either in a word document or handwritten and sent as a photo
5. Market Research - Electronic Surveys	My video on how to use Microsoft Forms	Task 14 Task 15	30 minutes for tasks	Return your answers to me – either in a word document or handwritten and sent as a photo

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		Create your own electronic survey	One hour for the survey	Send me the link to your finished Survey so I can test it
6. The Marketing Mix	Marketing Notes – in Notes Channel Marketing booklet – in Teaching Resources Channel	Tasks 23, 24, 25 Task 26 Progress Check	One hour	Return your answers to me – either in a word document or handwritten and sent as a photo
7. Channels of Distribution	Marketing Notes – in Notes Channel Marketing booklet – in Teaching Resources Channel	Task 28, 30, 31, 32 Progress Check Task 36	One hour	Return your answers to me – either in a word document or handwritten and sent as a photo
8. The Marketing Mix Consolidation	Marketing Notes – in Notes Channel Marketing booklet – in Teaching Resources Channel	Task 38	One hour	Prepare this PowerPoint and send it to me by email or share it if you are using Office 365 PowerPoint.
NATIONAL 4 STAKEHOLDERS REVISION/ASSESSMENT				
1.Stakeholder revision	Stakeholder PowerPoint Understanding Business Notes and N4 Business – in Notes Channel	Assessment – Stakeholders and their Influence/Interests	30 minutes	Complete and return, either electronically or handwritten and a photo.
NATIONAL 4 UNDERSTANDING BUSINESS REVISION/ASSESSMENT				
1.Types of Business Organisations	Understanding Business Notes and N4 Business – in Notes Channel	Business In Action PowerPoint Assessment	One hour	Use the template provided and answer the instructions in the PowerPoint. Send it to me by email or share it if you are using Office 365 PowerPoint.

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2.Customer Satisfaction	Understanding Business Notes and N4 Business Notes – in Notes Channel	Assessment	10 minutes	Complete and return, either electronically or handwritten and a photo.
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NEXT STEPS

If you have chosen **National 4 or 5 Business** for next year, starting in August 2020, notify Miss Halliday by email or a post in Teams

You will then be added to the new National Business class team

Work will be set for you in the same format as this

You will be expected to do the National work before joining the class in August 2020

TEACHER EMAIL ADDRESSES

Mrs Dexter: gw10dextermrs@glow.ea.glasgow.sch.uk

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