



PUTTING THE FUN BACK
INTO LEARNING!

Dear Parents and Guardians,

Welcome to the Business Studies February's newsletter.

Targets for the next four weeks.

During the next four weeks, your child will be studying the following topics:

KS4 Grade 9

Unit 3.11 - Market research

This topic will explain:

- the importance of market research
- what is meant by primary research
- what is meant by secondary research
- who carries out this research
- why the information collected may not be accurate
- presentation and use of market research results.

Unit 3.12 - The marketing mix: product

This topic will explain:

- the four elements of the marketing mix
- the role of product decisions in the marketing mix
- the costs and benefits of developing new products
- brand image and how this can influence sales and customer loyalty
- the role of packaging
- the product life cycle
- how stages of the product life cycle can influence marketing decisions
- how the product life cycle can be extended.

Unit 3.13 - The marketing mix: price

This topic will explain:

- the role of pricing decisions in the marketing mix
- the main methods of pricing and the benefits and limitations of these methods
- the difference between price-elastic demand and price-inelastic demand
- the importance of price elasticity of demand in pricing decisions.

Keywords for this topics: Marketing research, Primary Research, Secondary Research, Questionnaire, Samples, Subjects, Marketing Reports, Marketing Mix, 4 P's of Marketing, Pricing, Life Cycle, Packaging, Brand.

Homework: Your child will be given one homework over the weekend, where they must put in to practice the concepts that were covered all through the week. We are looking for the students to be able to use the concepts and develop a personal idea, write marketing reports, and analyse situations.

How You can Help?

You can help your children by explaining the concepts that they haven't really understood in class.

Here are some useful websites: <https://books.google.ae/>

Discover the business world!

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