



Dear Parents and guardians,

Welcome to the Business Studies February's newsletter.

Curriculum Guide for February:

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

KS4 (Grade 10)

Past exam papers – Exam Style Questions paper 1 and 2

- AO1 – Knowledge
- AO2 – Application
- AO3 – Analysis
- AO4 - Evaluation

Keywords for this topics: revise all the vocabulary in the Business Studies Glossary

KS4 (Grade 9)

Market research

- 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.

The marketing mix: product

- 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.

The marketing mix: price

- 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 these 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.

One homework a week, where he/she must put in to practise 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, analysing and evaluating situations.

How you can Help.

You can help your child by explaining to him/her the concepts that they haven't really understood in class.

Here are some useful websites: [https://books.google.ae/IGCSE Business Studies](https://books.google.ae/IGCSE+Business+Studies)

Discover the business world!

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