



Dear Parents and guardians,

Welcome to the Business Studies March's newsletter.

**Curriculum Guide for March:**

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

**KS4**

**Grade 9**

**The marketing mix: product**

This unit 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.

**The marketing mix: price**

This unit 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.

**The marketing mix: promotion and technology in marketing**

This unit will explain:

- the role of promotion decisions in the marketing mix
- the aims of promotion
- different forms of promotion and how they influence sales
- when to use different forms of promotion
- the importance of the marketing budget in making promotion decisions
- how technology influences the marketing mix.

**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, Sales Promotion, advertising, BOGOS, discounts, gifts.

**Grades 10**

Grade 10 have completed the course and are now revising in preparation for the IGCSE exams in term 3. It is very important that the children still come to school every day to maximize their preparation and their outcomes.

## Past exam paper practice – Exam Style Questions paper 1 and 2

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

**Keywords for this topics:** revise all the vocabulary using the given Business Studies Glossary

### **Homework.**

Your child will be given worksheets every day and one homework over the 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 children by explaining him/her the concepts that they haven't understood fully 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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