



Dear Parents and guardians,

Welcome to the Business Studies March Curriculum Guide.

### **Curriculum Guide for March:**

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

#### **KS4 (Grade 9)**

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

This chapter 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.

##### **The marketing mix: place**

This chapter will explain:

- the role of place decisions in the marketing mix
- the advantages and disadvantages of distribution channels
- e-commerce and its threats and opportunities to business and consumers.

##### **Unit 3.16 Marketing strategy**

This chapter will explain:

- marketing strategies and how to develop an appropriate marketing strategy in given circumstances
- the nature and impact of legal controls related to marketing
- the opportunities and problems of entering new markets abroad.

**Keywords for this topic:** Sales Promotion, advertising, BOGOS, discounts, gifts, distribution channels, treats and opportunities, strengths and weaknesses, marketing strategies, legal control.

### **Homework.**

Your child will be given one homework each week, where he/she must put in 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, analysing and evaluating situations.

### **How You can Help.**

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

Here is a useful website: <https://books.google.ae/>

Discover the business world!

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