



GENERAL STUDIES

DATE	SUBJECT	ACTIVITY
INTRO BUSINESS STUDIES Main topic aspects of marketing chapter 5		
22 June 2020	Intro EBM	Marketing feasibility Understand the methods of data and collecting information Understand methods of obtaining market information Do activity.5.8 page 73
23 June 2020	Intro EBM	Understand methods of collecting primary data Do example 5.2 p 75 Do individual activity 5.5 p 69
24 June 2020	Intro EBM	Competition Understand how to develop questionnaires And business environment Do activity 5.9 page 76
25 June 2020	Intro EBM	Understand what is marketing mix Understand the product life cycle Categorise different types of product
26 June 2020	Intro EBM	Define packaging Classify different types of packaging Do activity 5.12