



GENERAL STUDIES

DATE	SUBJECT	ACTIVITY
INTRO BUSINESS STUDIES Main topic aspects of marketing chapter 5		
15 June 2020	Intro EBM	Marketing feasibility Understand what is market feasibility Understand market segmentation Do activity.5.1
16 June 2020	Intro EBM	Calculation of size of market Do example 5.1 p 68 Do individual activity 5.5 p 69
17 June 2020	Intro EBM	Competition Understand what is competition And business environment Do activity 5.6 page 71
18 June 2020	Intro EBM	Identify competitive advantage Methods of obtaining market information Methods of collecting data
19 June 2020	Intro EBM	The marketing mix Define what is marketing mix Classify different products and services Do activity 5.2