



Jeddah Knowledge International School

Department

Summer work

Grade12

IB DP 2021-22

The summer work will be included in the Quarter1 formative assessment.

Business Management

AM Students – Prepare a power point on a real business of their choice, covering the following aspects:

Methods of marketing research is used by the business

The 4 Ps of marketing mix (product, place, price and promotion) used by the business for a specific product

Various marketing strategies regarding promotions (advertising, sales promotion, direct selling and public relations)

Competitors of the business

Market share of the business

Any new decisions taken by the business in the past 1-3 years

SL students will carry out **secondary research** on an **International business, preferably a public limited company** (approved by the teacher before the end of the year) or their IA and submit their first draft on research findings and relevant business management tools (approved by the teacher before the end of the year) that may help them answer the research question (approved by the teacher before the end of the year)

HL students will carry out the **primary research** on a **local business** (approved by the teacher before the end of the year) or their IA and submit their first draft on research findings and relevant business management tools (approved by the teacher before the end of the year) that may help them answer the research question (approved by the teacher before the end of the year)