

Block Teaching – Immersive Delivery & Active Learning



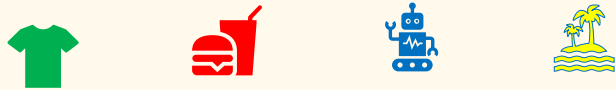
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L&T Chat Show on Spotify

The assessment (formative assessment)

- You are going to create a business



- Task 1
- Analyse the industry.
- Task 2
- What external factors affect the operation of your?
- Task 3
- Who are your customers and how will you position your brand?
- Task 4
- How is your marketing mix going to help you achieve your corporate objectives?
- Task 5
- Create a communications plan.

Inside the assessment

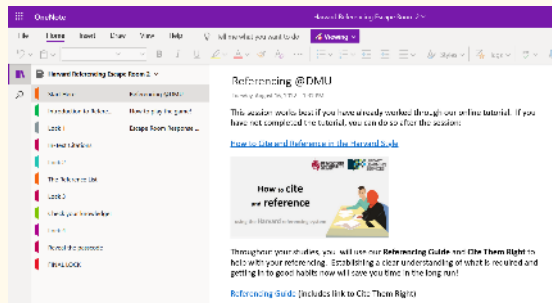
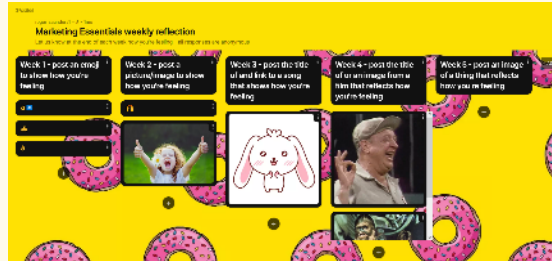
Make the best sandwich



Formative assessment (6)



Formative assessment and active learning (6)



Questions

