

WELCOME TO THE



HUMANITIES FACULTY
S1 BUSINESS & IT

BUSINESS & IT

Welcome to S1 Business & IT.

You will experience a range of Business Management and Administration & IT topics across the year in both S1 and S2.

As you progress through the school, the two subjects diverge into two separate courses and, you can choose to study these at National 4 all the way up to Advanced Higher.

There is also a Retail course in the department, which you can study in the Senior Phase.



BRANDING TASK

- ❖ A brand is an identifying mark that businesses use to make themselves known.
- ❖ A brand normally has a logo or slogan which sets it apart from its rival.
- ❖ For example, Nike (tick) and Adidas (3 stripes) are iconic and well-known brand logos.



JUST DO IT.



WHAT DO YOU KNOW?

Can you find other 'brands' within each of the categories below?

SPORTS BRANDS	FOOD & DRINK BRANDS	CARS BRANDS	CLOTHING BRANDS
Nike	Cadbury's	BMW	Gucci
Adidas		Mercedes	



SUCCESS CRITERIA

- 1) What brand have you chosen?**
- 2) Why have you chosen this brand?**
- 3) Which year was this brand created?**
- 4) Which country did it originate?**
- 5) Who created the brand?**
- 6) Which countries is the brand sold?**
- 7) Does the brand have a slogan? What is it?**
- 8) What does the brand logo look like?**



SUCCESS CRITERIA

- 9) How do they sell the brand? (online, shops etc)**
- 10) What is the average price of their products?**
- 11) How do they advertise the brand? (adverts on TV or radio, social media, billboards etc).**
- 12) What is the history of the company? How did they become so successful?**
- 13) Do they have celebrity endorsements?**
- 14) Are there any other fun facts you found out?**





SWEET TREATS TASK

SWEET TREATS TASK

Mrs Rowan and Miss Anderson LOVE eating anything sweet; we are not too fussy!!

We would like you to create a new sweet treat brand for us. This could be a new chocolate, cake, sweet, or anything at all.

(of course, we would encourage you to eat healthy, which is why we will eat them).

Use the following slides to create your brand.



SUCCESS CRITERIA

- 1) What is the name of the brand?
- 2) How did you come up with this?
- 3) Describe your product in as much detail as possible.



- 4) What is the unique selling point (USP) that makes your product different to others?
- 5) Who are your competitors?



SUCCESS CRITERIA



6) How much will you sell it for?

7) Why have you set it at this price?

8) Where will you sell the product?

9) How and where will you advertise?

10) Can you create a logo and slogan for your brand? Which celebrities will you get to endorse your product?



GOOD LUCK!

We hope you find this interesting and come up with some interesting snacks for us to eat!

If you have any questions, need support, or are ready to submit your work you can email or tweet to the details below! See you in August!

[@WACHumanities](#) **Twitter Page**

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