



## Sixth Form Business Studies Marketing Project

In the Summer term students in the AS Applied Business and AS Business Studies classes were given a project to help them with the transition into Year 13. Students were asked to either re-brand Birmingham or come up with a new innovative product that the Body Shop could add to their range. For either project students needed to produce a written report on their idea and to present their ideas to a local business person.

Marketing Consultant, John Giazzi of JCG Marketing, based in Mere Green, kindly volunteered his time to come in and judge the work produced by the students, as well as give them some useful tips to help with their coursework in Year 13. Having read the reports produced by the students, and listened to their presentations, John judged Jonathon Jones, Melissa James and Megan Vowles to have come up with the most viable idea which was that of **'Birmingham the Student Capital of the UK'**.



Following in a close second were Chris Hodkinson, David Mott, Jemma Stanley and Jayant Vallabhrama who branded Birmingham the **'Host of Britain'** based on the city's ability to host almost any event.

The Projects produced by all students were of a very high standard and made John's decision a hard one to make. Once again we thank John Giazzi for giving up his time to come in and support the project.

*Mr Legood*

### YEAR 8 HOME LEARNING TIMETABLE

For your information, the Year 8 Home Learning timetable for the Autumn Term is shown below.

*Mr Hulse, Assistant*

Subject	Title	Issued (W.B.)	Deadline (W.B.)
Maths	Codebreaker	07/09/09	21/09/09
Humanities	Explore Italy	14/09/09	28/09/09
Science	Visit our Planet!	28/09/09	12/10/09
English	Independent Reading Project	05/10/09	19/10/09
Technology	Pet Care	19/10/09	09/11/09
Creative Arts	Comparing the Arts	02/11/09	16/11/09
Languages	Ma ville et ma region	16/11/09	30/11/09
ICT	Advertising an event	23/11/09	07/12/09
PE	Plantsbrook Olympics	30/11/09	14/12/09

### SCHOOL FUND

Every year we ask parents, like many schools, to make a contribution of £5.00 per family towards the School Fund. This helps to fund expenditures that are not met by the school budget, e.g. sports fees, association fees, small items for departments, trips etc. Without this support the school would have to find monies from a restricted school budget. May I request therefore that you make a contribution using the reply slip below, which also provides you with the opportunity to make your donation by Gift Aid.

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### Reply Slip – Plantsbrook School Fund Declaration

<b>Student Name:</b>		<b>Tutor Group:</b>	
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If making a family contribution please name siblings:  
I **want / do not** want all donations from the date of this declaration to be Gift Aid until I notify you otherwise. *(Please delete as necessary)*

*giftaid it*

Name:.....Signed:.....

