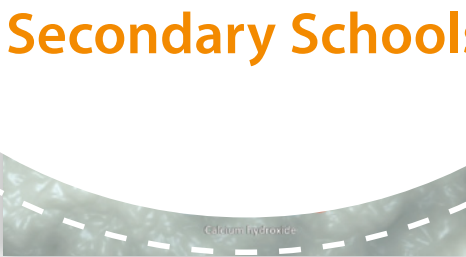
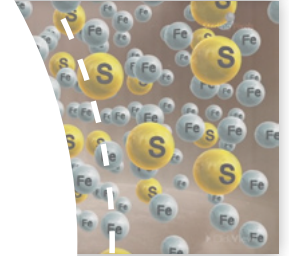


ClickView May 2016

Monthly Curriculum
Library Update for
Secondary Schools

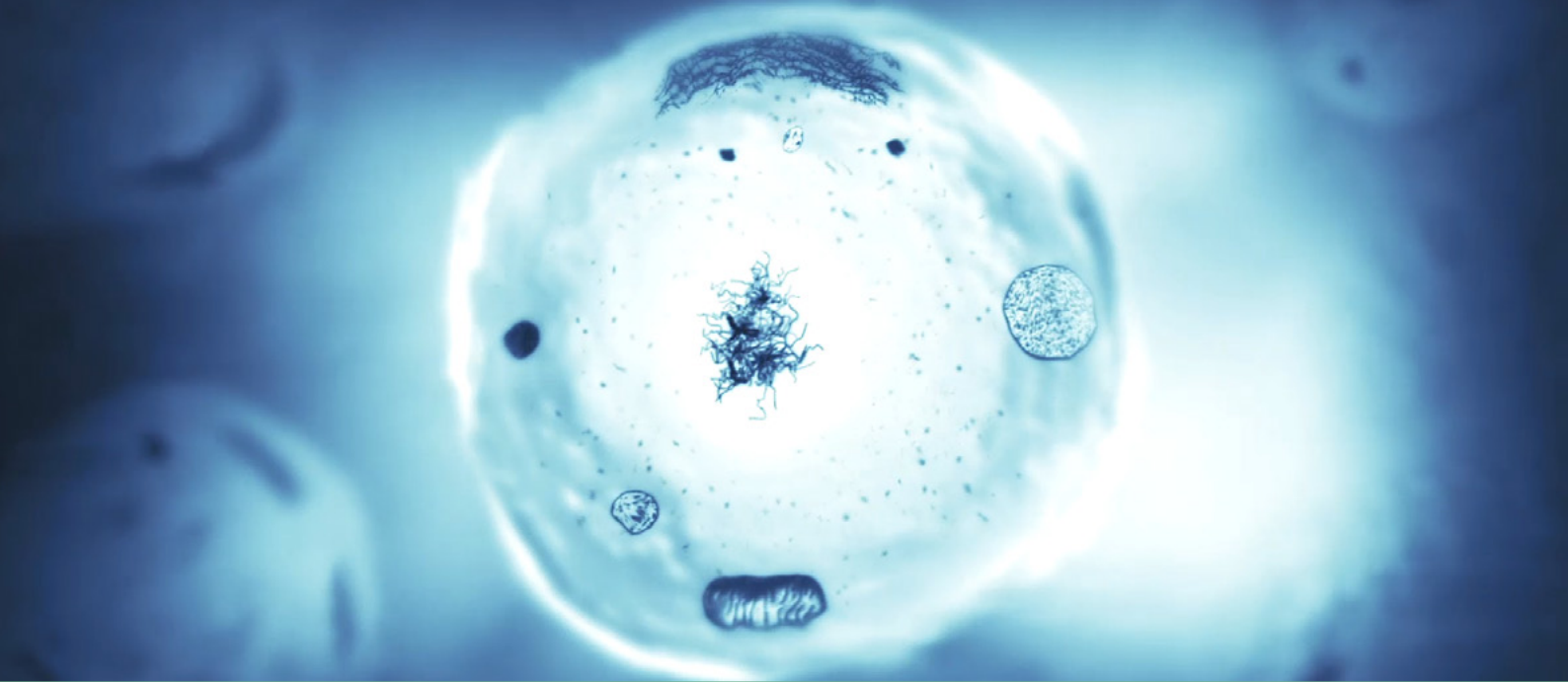


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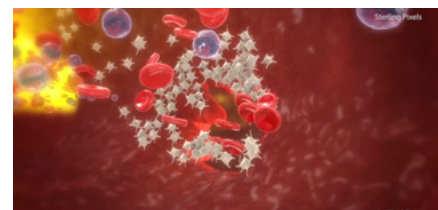
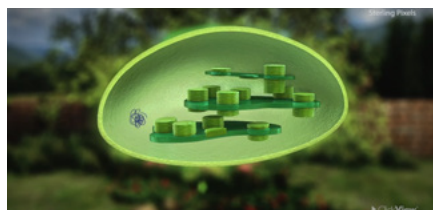
Catalogue Key

min	Duration in minutes
AR	Additional Resources: Student activities and support notes to assist teachers
CC	Closed captions



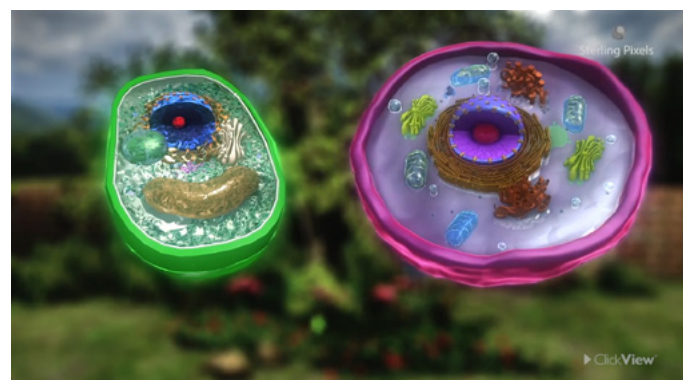
Biology

Stills from our new title



Looking inside Cells

In this programme, students will learn about the differences between unicellular and multicellular organisms. They will also learn about plastids, which are one of the organelles of a cell.



Key Stage 3

Additional Resources

- Unicellular and Multicellular Organisms
- Plastids

2015 | 10 min | CC | AR



Business Studies

Stills from our new series



Business without Borders

Global markets can expose companies to hundreds of millions of new customers. But getting it right isn't easy. This series examines three vital aspects of global business—identifying global markets, branding and products and pricing.

Global Branding

Effective global branding requires a sound understanding of different international markets, the language and imagery used in promotions, and how products or services themselves best suit consumers.

In this interview-led programme, Kathleen Griffiths from RMIT and Simon Kanat from Ted Baker Downunder cover some important global branding considerations and provide examples of companies who have done it both effectively and poorly.



AS/A Level - Business Studies

2016 | 10 min | CC | AR

Additional Resources

- Comprehension Questions
- Branding Successes and Failures
- Launch Your Own Product
- Suggested Responses
- Transcript

Researching Global Markets

Your product is set to go worldwide, but what if it doesn't have global appeal? Going global in business requires thorough research into demographics, culture and religion, politics, economics and law to identify viable international markets and suitable marketing strategies. In this programme, experts Kathleen Griffiths (RMIT) and Simon Kanat (Ted Baker Downunder) explore key areas to consider when identifying global markets.



2016 | 10 min | CC | AR

AS/A Level - Business Studies

Additional Resources

- Comprehension Questions
- Classifying Consumer Demographics
- Tailoring Tourism

- Suggested Responses
- Transcript

Selling Products Globally

Global brands – they might be the same wherever you go, or they might be different. They might also vary considerably in price and how they're positioned from country to country. Experts Kathleen Griffiths (RMIT) and Simon Kanat (Ted Baker Downunder) provide insights into different factors that determine products, their pricing and positioning in global markets.



2016 | 10 min | CC | AR

AS/A Level - Business Studies

Additional Resources

- Comprehension Questions
- Customising Products
- Manipulating Market Preceptions

- Suggested Responses
- Transcript