

**Enterprise Studies: The Marketing mix:
“Getting your product to the right place at the right price and making sure everyone knows about it!”
Year 10 2011**

Review Date: June 2011
Next Review Due: April 2012

Achievement Objectives	Learning Objectives	Key Competencies
LO 6.1 understand how, as a result of internal and external factors, New Zealand small business owners make operational decisions that have consequences for the success of their business.	<p>Students will be able to:</p> <ul style="list-style-type: none"> Apply their understanding of the marketing mix to an existing product <p>They will demonstrate understanding of:</p> <ul style="list-style-type: none"> Product – description and life cycle. Price – A range of pricing strategies Place – Channels and methods of distribution. Promotion – A range of promotional strategies 	<p>Thinking Critically analyse marketing plans, reflect on, compare and evaluate the marketing mix for a range of products, and transfer learning into new contexts.</p> <p>Using language, symbols, and texts Appropriate business studies language, graph drawing ad analysis, effective communication both written and oral</p> <p>Managing self opportunities for independent research, time management skills and initiative.</p> <p>Relating to others able to communicate with diverse groups of people in different situations eg interviewing Marketing Managers in various companies.</p> <p>Participating and contributing students will have opportunities to interact with the wider business community.</p>
ICT	Literacy/Numeracy	ELE
<ul style="list-style-type: none"> Students will research their chosen product online Students will email their chosen companies Students will gather information from the Y10 Enterprise website 	<p>Students will learn:</p> <ul style="list-style-type: none"> Specialist vocabulary. How to communicate their findings in a report. Use data to create tables, convert tables to graphs and then analyse the trends in these graphs. 	
Resources	ESOL/Learning Support	Assessment Tasks
<ul style="list-style-type: none"> Yr 10 Enterprise Website A/S 90840 	<p>Students will:</p> <ul style="list-style-type: none"> Be provided with differentiated activities where 	<p>Mid year exam: A/S 90840 Scaffolded exam for those who elect not do sit the standard.</p>

	<ul style="list-style-type: none"> required. Group work provided opportunities for students of different abilities to work together. Students will need to select (in consultation with the teacher) whether they would like to be put forward for the A/S. Those who feel they would not be successful at this stage will sit an alternate exam. 	
Principles	How students will be encouraged to develop the selected values	
<p>High expectations - Learning outcomes and success criteria are developed for each unit</p> <p>Treaty of Waitangi- Cultural diversity- Students are given the opportunity to share their learning with their families and to share their family experiences in the classroom.</p> <p>Inclusion- Lessons are posted online for students to access in their own time. The Tip Top trip provides prior knowledge for all students.</p> <p>Learning to learn- Students are specifically taught exam study strategies and are encouraged to reflect on the best strategies for time management, exam preparation and research. Students reflect on their goals and set targets.</p> <p>Community engagement- Local businesses from the community will be studied e.g Tip Top.</p> <p>Coherence- Future focus- How businesses adapt to the issues of the future will be explored when they look at changes in marketing strategy and media.</p>	<p>Excellence- ✓</p> <p>Innovation, inquiry, and curiosity- ✓</p> <p>Diversity- ✓</p> <p>Equity✓</p> <p>Community and participation- ✓</p> <p>Ecological sustainability-</p> <p>Integrity- ✓</p> <p>Respect of others-</p>	<p>Excellence- Students are encouraged to critically reflect on the marketing techniques of various products and evaluate their effectiveness.</p> <p>Innovation, inquiry, and curiosity- Students independently research a chocolate product of their choice.</p> <p>Diversity- Students look into how different groups of people are targeted through the marketing mix.</p> <p>Equity- Students are provided with common access to relevant learning experiences and tools.</p> <p>Community and participation- Students visit the local supermarket to research their brands and interview local business where appropriate.</p> <p>Ecological sustainability- Integrity- Students discuss honesty in advertising, transparency/ or lack of, in promotional materials, and the fairness of pricing strategies.</p> <p>Respect of others-</p>

SUGGESTED LEARNING ACTIVITIES

Activity	Timeframe	Suggested Activities	Resources
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Introduction	2-3 lessons	<ul style="list-style-type: none"> Outline of the A/S and exam details- 2 hours, 3 credits, open book - importance of class notes, selection process What is marketing? What is a Marketing plan and why is it important? Marketing Objectives Introduction to the Marketing Mix- The 4 P's defined Introduce the importance of the 'Target Market' Tip Top trip: focus on target markets and consequent market decisions for a variety of ice-creams. 	Exam details CEB Chapter 18 Lesson 1 and 2 in resources Marketing Mix Powerpoint
PRODUCT	1-2 lessons	<ul style="list-style-type: none"> Description - Name, flavours, size, description Target Market - Income, Age, Gender, Household income, Geographical Area, Religion. Lifestyle Stage in Product Life Cycle - R&D, Introductory, Growth, Maturity, Decline. Explanation Revenue /costs/profit/technology/ level of competition / time on market. Packaging - Features and Function: Portable, durable, recyclable, Aesthetically pleasing. Compare to competitor <u>Unique selling point</u> explained in relation to another product 	Marketing Plan checklist - for teacher reference. Product Lifecycle handout for students.
PRICE	3 - 4 Lessons	<p>Students need to:</p> <ul style="list-style-type: none"> Read through chapter 19 and discuss price and non-price factors. Students to complete exercises Handout and discuss 'pricing strategies' worksheet. This needs to be glued in to their books as it is useful in the exam. Be able to name the pricing strategies employed and discuss how they relate to the target market. Complete a bar graph comparing prices of competing products. Explain strategies used, price differences and how these relate to the target market Complete a line graph showing price changes throughout the products lifecycle. Explain changes which occur throughout the cycle 	Pricing strategy handout for students Lesson 3: Price Lesson 4: Price - Bar graph Lesson 5: Price - product lifecycle
PLACE	1-2 lessons	<ul style="list-style-type: none"> Define 'distribution channels' Functions of a distributor Direct vs. indirect marketing: advantage and disadvantages of each method. Students to understand how the chosen distribution channel is adapted to suit the needs of the target market. They need to be able to COMPARE the strategies used by competing products. 	Powerpoint "The Marketing mix: PLACE"

PROMOTION	1 lesson	<ul style="list-style-type: none"> Brainstorm key promotional strategies: Sales promotion, Advertising (Point of sale and various media), Direct Marketing, Product Launch, Branding, Public Relations, Sponsorships, product placement Show YouTube clips of television adverts and/or magazine and discuss how they are aimed at the target market. Evaluate the effectiveness of various adverts Discuss relative effectiveness of sponsorship, point of sale advertising, direct marketing etc.. 	Cadbury example PDF
REVISION OF KEY CONCEPTS	1 lessons	<ul style="list-style-type: none"> Key concepts and vocabulary Revisit Marketing objectives and how the 4 P's fit into an overall plan. Reiterate importance of marketing plan fitting into the overall objectives of the business e.g achieving sales targets, increasing market share, increasing brand awareness. 	Key concepts and Vocabulary lesson
PRACTISE assignment	2-3 lessons	<ul style="list-style-type: none"> If time complete a practise assignment using a Tip Top ice-cream or another well known product. This might be best carried out in a group. 	ICT Suite Marketing Plan: Tip Top Practise
EXAM PREPARATION	2 weeks	<ul style="list-style-type: none"> Issue checklist Show prior exams Handout photos of this year's chosen product. Have exemplars available of previous year's exams Previous year's exams and lessons will also be available on the website. 	Book ICT suite
Assessment Task	2 hours	Mid Year Exam: Achievement Standard 90840	A/S 90840
Reflection	1 lesson	Exam papers are handed back and teacher and students reflect on their results and discuss key competencies such as time management, thinking and participating.	