

## Unit 2 Marketing

The purpose of this unit is to give students an understanding of marketing, its role and functions, together with some development of Market Research. The unit requires little in the way of prior knowledge but will draw heavily on students' own experiences as customers and consumers. Some understanding of the ideas of unit 1 would also be useful, particularly aspects to do with size and objectives. It is therefore recommended that this unit follows unit 1.

Teaching should be based on practical examples of marketing strategies where possible, drawn from the local business environment, or through a young enterprise activity (see list of resources for web site).

The topics will require access to a suitable textbook. For this purpose, IGCSE Business Studies Second Edition by Karen Borrington and Peter Stimpson is recommended. Chapters 16 to 22 will be very useful; in particular, the case studies and exercises. Resources on the accompanying CD-ROM also provide useful worksheets, class activities and case studies.

Assessment could be undertaken through a marketing assignment that analyses the mix for a well-known brand, based on some market research undertaken by the students.

Topics covered in this unit are:

- 2.1 The role of marketing
- 2.2 Market research
- 2.3 Presentation and use of results
- 2.4 Market segmentation
- 2.5 Mass and niche marketing
- 2.6 Marketing mix
- 2.7 Product
- 2.8 Price
- 2.9 Distribution
- 2.10 Promotion
- 2.11 Marketing strategy
- 2.12 Marketing budget
- 2.13 Revision

**The Scheme is neither intended to be prescriptive, nor complete, as local conditions will vary: time and resource availabilities are likely to differ considerably. More, the Scheme is intended to give ideas to teachers upon which they can build. It is certainly not intended that teachers undertake all of the activities shown in the various units – that would be impossible in the time usually available – but rather to offer choices which could depend on local conditions. Timings for topics have not been given, as there is a great deal of variability in time available for the qualification from centre to centre.**

	Topic	Specification	Chapter	Activities	Resources	Glossary
2.1	Role of marketing	Describe the role of marketing.	16	Identify some marketing strategies of businesses using newspapers, magazines, students' experiences and so on. Use this to identify consumer markets, industrial markets. Discuss product orientation and market orientation. Identify different marketing objectives using practical examples.	Magazines, newspapers e.g. <a href="http://www.buenosairesherald.com">http://www.buenosairesherald.com</a> (Argentina) <a href="http://www.mmegi.bw">www.mmegi.bw</a> (Botswana) <a href="http://metimes.com">http://metimes.com</a> (Egypt) <a href="http://www.nationaudio.com/news/dailynation">www.nationaudio.com/news/dailynation</a> (Kenya) <a href="http://www.lexpress-net.com">www.lexpress-net.com</a> (Mauritius - French) <a href="http://www.tiare.net.pg/independent">www.tiare.net.pg/independent</a> (PNG) <a href="http://www.arabnews.com">www.arabnews.com</a> (Saudi Arabia) <a href="http://www.abc.es">www.abc.es</a> (Spain – Spanish) <a href="http://www.bangkokpost.com">www.bangkokpost.com</a> (Thailand) <a href="http://www.gulfnews.com">www.gulfnews.com</a> (UAE)	Market Marketing Market orientated Product oriented.
2.2	Market research (primary and secondary)	Appreciate the need for market research.	17,18	Get students to carry out a market research exercise including some primary and secondary research on the topic chosen. Chose an appropriate topic and suitable internet sites for the research. This could very usefully be tied in with the advertising section below.  Get students to present their results in an effective manner and appraise each others work.	If, for example, soft drinks were chosen students could go to <a href="http://www.coca-cola.com">www.coca-cola.com</a> or <a href="http://www.pepsico.com">www.pepsico.com</a> for their secondary sources. See also resource list.  Resources for class presentations.	Consumer panels Desk/field research Primary/secondary Questionnaire Quota/random sample.
		Understand how a business carries out market research; limitations of market research.				
		Understand the factors that influence the	17, 18			

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		accuracy of market research.				
2.3	Presentation and use of results.	Present, analyse and interpret simple market research.		Include in market research activity above.		Bar chart Pictogram Pie chart
2.4	Market segmentation (purpose and methods).	Understand how and why market segmentation is carried out	16	Compare a mass market product (e.g. coca-cola) with a niche market product (e.g. diet coke). Segmentation is usefully covered in the Australia Tourist commission case in the Times 100.	<a href="http://www.thetimes100.co.uk">www.thetimes100.co.uk</a> and follow links to Australian Tourist Commission.	Mass market Niche market Segmentation Target market Target audience
2.5	Mass market; niche market.	Appreciate the difference between mass marketing and niche marketing.				
2.6	Marketing mix	Identify and explain the elements of the marketing mix	16	IGCSE CD-ROM class activity on the marketing mix plus worksheets  Examine the practical aspects of marketing as a product. Teacher input and case study e.g. Nestle	IGCSE Business Studies CD-ROM  <a href="http://www.thetimes100.co.uk">www.thetimes100.co.uk</a> and follow links to Nestle case study.	Price Product Place Promotion Packaging
2.7	Product (design, brand, packaging, life cycle)	Demonstrate an understanding of the product life cycle.	19	A product such as mobile phones or TV station could be taken as an example and studies in relation to recent developments.	<a href="http://www.thetimes100.co.uk">www.thetimes100.co.uk</a> and follow links to BBC radio 2 case study. Websites of telephone service providers in own country. Some interesting material on product development on <a href="http://www.dyson.com">www.dyson.com</a> , <a href="http://www.icnet.uk">www.icnet.uk</a> , <a href="http://www.bpamoco.com">www.bpamoco.com</a> , <a href="http://www.celltech.co.uk">www.celltech.co.uk</a>	
2.8	Price (price elasticity of	Understand how pricing decisions	20	Compare prices of a consumer good between	If there are few outlets locally, the internet could be used.	Competitive pricing

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	demand, pricing methods and strategies)	are made.		different brands and different outlets. Develop the concept of the relationship between price and demand. Elasticity needs to be teacher led discussion.	<a href="http://www.which.net">www.which.net</a> is the web site of the UK Consumer Association and could be used to compare pricing of specific products.	Cost plus pricing Price skimming Promotional pricing Elasticity
		Understand the significance of price elasticity of demand (calculations will not be required).				
<b>2.9</b>	Distribution channels.	Appreciate the importance of distribution channels and the factors that determine the selection of them.	22	Students can compare a retail outlet for a product (e.g. some item of clothing) with buying using e-commerce.	e.g. by using <a href="http://www.yahoo.com">www.yahoo.com</a> and follow shopping links.	Retailer Wholesaler agent
<b>2.10</b>	Promotion (advertising, sales, point of sale).	Understand the role of promotion.	21	Students develop their own advertising strategy for a product of their choice, with a realistic budget. They research local advertising rates in various media as well as possible “success” rates – they may usefully have included questions relating to this in their market research (see 2.2 above).	Useful material on <a href="http://www.tka.co.uk/magic/">www.tka.co.uk/magic/</a> An assignment sheet specifying the task.	AIDA Brand image Brand loyalty Brand name Informative advertising Persuasive advertising Point of sale
<b>2.11</b>	Marketing strategy.	Understand how the mix can be used to influence consumer purchasing.	16	IGCSE CD-ROM worksheets. Practical exercise in developing a marketing plan with a strategy throughout the life of a product/service.	IGCSE Business Studies CD-ROM  <a href="http://www.thetimes100.co.uk">www.thetimes100.co.uk</a> and follow links to McDonalds case study.	Strategy
		Understand how the marketing mix				

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		can change as the product goes through its life cycle.				
		Select and justify marketing methods appropriate to a given situation.				
2.12	Marketing budget.	Awareness of the need for a marketing budget.		Discussion of the needs in various situations e.g. a local shop, a national supermarket chain, an international business.		
2.13	Revision			Multiple choice questions and case studies from IGCSE CD-ROM. Revision websites such as <a href="http://www.learn.co.uk">www.learn.co.uk</a> , <a href="http://www.revision-notes.co.uk">www.revision-notes.co.uk</a> and <a href="http://www.bbc.co.uk/schools/gcsebitesize/business/">www.bbc.co.uk/schools/gcsebitesize/business/</a> and revision questions at end of chapters of IGCSE Business Studies textbook.		