



BUSINESS STUDIES LESSON PLAN OUTLINE: PROMOTING A PRODUCT

Lesson description

This lesson is aimed at helping students develop an understanding of the role that promotion plays in marketing by researching the different promotional methods used by companies. By drawing on examples from MINI, students will learn about the methods used for promotion and the distinction between 'above the line' and 'below the line' promotion. Students are also encouraged to discuss the advantages and disadvantages of different types of promotional activity.

The Lesson

Introduction

The lesson could begin by discussing why marketing promotion might be important to a company and what forms of promotion they are familiar with. They could consider:

- What would happen if a company did not promote its product
- Which companies they think promote their products a lot
- The types of promotion they are familiar with.

Activity

Students should have access to the internet to view www.mini.co.uk/mini_education/marketing or alternatively be provided with information printed out from the website.

Working in groups of two or three, or individually, students should spend 15 minutes considering:

- What types of promotion does MINI use? Which are 'above the line'? Which are 'below the line'?
- Why is promotion important for MINI?
- What are the objectives of the different MINI promotional campaigns?
- What are the advantages of different types of promotional media?
- Why might MINI have chosen a particular type of promotional media?

The accompanying student worksheet can be used to record their answers.

Conclusion

The lesson could conclude with a discussion about what the students have found out about the promotional activities of MINI:

- What forms of promotion does MINI use?
- Why do they think these types of promotion are used?
- Did they discover any types of promotion they were not familiar with before?



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Learning objectives

At the end of this lesson students should have developed an understanding of:

- Promotion as one of the 'four Ps' of marketing
- Why companies promote
- The role of advertising ('above the line' promotion) in marketing
- Different types of advertising
- Types of 'below the line' promotional methods
- The advantages and disadvantages of different promotional methods.

This lesson is designed to develop key skills:

- Critical research
- Forming ideas and opinions.

Cross curriculum connectivity

- Literacy
- Information and Communication Technology skills

Follow-up lesson

Students could prepare a plan for a promotional campaign for a product of their choice. They could think about what the objectives are for the campaign and what form of promotion they could use.

Independent learning activity/homework

- Investigate the controls on promotion in the UK, including legislation, regulations and independent bodies.
- Investigate the promotional activities used to market a brand of their choice. Consider how and why the promotional activities used for this brand are different from those used by MINI.



WORKSHEET PROMOTING A PRODUCT

What types of promotion does MINI use? Which are 'above the line'? Which are 'below the line'?

Why do you think promotion is important for MINI?

Select two different MINI promotional campaigns. What do you think the objectives of each campaign were?

MINI uses many different types of marketing activities. What do you think are the advantages and disadvantages of the different types of marketing activity?

Additional notes
