

Marketing

LESSON OBJECTIVE	In this lesson, students learn about the marketing mix and 'the four Ps', and why these are important to a company's success.
LANGUAGE REFERENCE	Unit 7: <i>banners, billboards, brand name, word-of-mouth publicity, freebies</i> ; Passive with infinitive and gerund; Determiners Unit 8: <i>eye-catching</i> ; Participle clauses; Making comparisons; Modifying comparisons

WARMER

Ask the students if they like shopping. Elicit whether they tend to go to physical stores or if they prefer online shopping, and ask them for their reasons.

- 1 Students work alone to think about the last item they bought. Point out that it should be a non-essential item, i.e. not something like food. Encourage students to think about why they bought that particular brand over another brand. In pairs, they discuss their ideas.
- 2 In pairs, students read the title of the text and discuss what they think is meant by 'the four Ps'. Nominate students to share their ideas but don't confirm suggestions yet. They then read the text to check their answers.

Answers

product, price, promotion, place

Before reading the text again, write the words in the *Vocabulary focus* box on the board and ask students to find them in the text. Pre-teach some of the words if necessary.

- 3 Students now work alone to read the text and explain the different terms in their own words. If you feel the class needs extra support here, students can work in pairs.

Suggested answers

- 1 global economy: the international exchange of goods and services
- 2 small venture: a new small company
- 3 price sensitivity: how much the change in price of a product will affect sales
- 4 market share: how much of the market for a product is controlled by a particular product
- 5 consumer research: questions that are asked to potential customers to find out about their attitudes towards a product and identify their needs

- 4 Students read the text and answer the questions. They can compare answers in pairs before checking as a class.

Answers

- 1 To have an advantage over their competitors.
 - 2 Its unique selling point – the thing that makes it different to other products.
 - 3 To promote their product.
 - 4 By doing consumer research, ideally before launching their product.
 - 5 That it can be clipped onto a key ring.
 - 6 Because customers can buy a supermarket bag for 50 pence, so if the price were higher they wouldn't bother to buy the reusable bag, but would just buy a supermarket bag.
- 5 Students work in pairs to discuss the questions. After a few minutes, open it up into a class discussion.

?? DID YOU KNOW?

Read the *Did you know?* box aloud. Ask students if they are aware of brands advertising on social media. If so, which social media platforms?

PROJECT

- 1 Put students into groups of four and ask them to agree on a product brand. Try to ensure a good mix of products between the different groups.
- 2 Each student chooses one of the four Ps to research. They use the Internet to research the marketing mix of that particular product.
- 3 Allow time for the groups to share their information and prepare a short presentation about their product. They take turns to give their presentation to the rest of the class.