



THE TIMES 100

Edition 14

Nivea For Men: Developing a marketing plan **Lesson plan**

Content area

- Marketing plan
- SWOT analysis
- Marketing strategies
- SMART objectives

Method

This resource can be used for general classwork, homework or learning skills for investigation.

It is a good simple exercise in bringing the various terminologies together in understanding what it means, and how it can be used in context. This allows the pupils to bring out more in discussion and understand that the topics covered in Business Studies are not insular. The outcome will be by differentiation.

First Activity:

Using the case study and any other resources, define the following words:

Brand; product range; product mix; product lifecycle; research and development; market orientated; product orientated; disclaimer; market segment; market share; sales turnover; aims; objectives; strategy; tactics; consumer; business plan; SWOT analysis; sales forecast; budget; return on investment; marketing mix; timescale; spare capacity; capacity utilisation; market place; market research; primary research; secondary research; SMART objectives; market trend; market penetration; core values; promotion; above the line; below the line; key performance indicators; FHM Grooming award.

Second Activity

Once you have completed the definitions link the following words together to form a paragraph. The words do not necessarily have to be in any order but must be in context of Nivea For Men.

Questions

1. What is the difference between product range and product mix?
2. How would the increase in marketing awareness affect Nivea's day to day operations?
3. Why is the FHM Grooming Award a good thing for Nivea?
4. Why is it important for Nivea to identify a market segment?
5. Above-the-line and Below-the-line promotion are prominent with Nivea. Why is this important?



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6. What was the male skincare products market worth in 2008?
7. In 1998 annual sales of skincare products were worth £68m. In 2008 they are now worth £117 million. What is the percentage increase in annual sales?
8. What is the percentage increase in male facial products?
9. Why are marketing plans used?
10. Give 2 marketing aims that Nivea may want to achieve?
11. Using the case study, highlight how the SWOT analysis could be used for Nivea.
12. How has Nivea used promotion to enhance the awareness of the brand?

Activities

- Produce a wall display showing an overview of Nivea.
- Compile a survey of your year group asking which type of skincare product and brand they currently use.
- Using the internet and any other resources, produce a marketing map of Nivea and its customers. The axis should include price and perceived quality.

Other resources

- MP3 download of the full case study
- Summary of the case study . 500 words
- Brief of the case study. for lower ability pupils
- Interactive online quizzes
- Revision theory:
 - <http://www.thetimes100.co.uk/theory/theory--market-planning--381.php>
 - <http://www.thetimes100.co.uk/theory/theory--market-research--315.php>
 - <http://www.thetimes100.co.uk/theory/theory--marketing-business-environment--184.php>
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