

Introduction to marketing lesson suggestions & activities (Portakabin)

Learning outcomes

Students should...

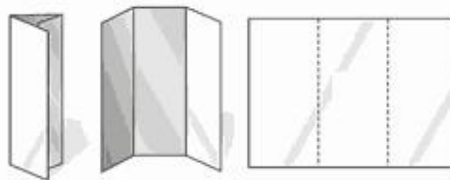
- Know and understand the methods of market research (AO1) and why they are adopted by different organisations (AO2)
- Know and understand the methods and reasons for market segmentation (AO1) and provide examples for given organisations (AO2)
- Know and analyse the individual elements of the marketing mix (AO1/3)

Starter activities

- **Marketing hangman** of relevant terms such as segmentation, primary research and marketing mix.
- **Portakabin word search** of the key terms

Delivery ideas

- Use the **Introduction to marketing PowerPoint** to introduce the topic and apply theory in context of a well known organisation . Portakabin.
- GCSE . using the Portakabin case study for guidance, students create a leaflet called **Introduction to Marketing** which gives an overview of the basics of marketing for new entrepreneurs. If a two-fold leaflet is created then a section each can be devoted to: front page which includes a definition of marketing, market research, market segmentation, AIDA, marketing mix. This leaves the back page for their names.



- **Activity Level** . students review the **Portakabin case study** which gives an overview of marketing. In pairs, they should then identify the elements of marketing which they would like to find more about. This should then create the basis for a research project into marketing that the students carry out.
- **Introduction to marketing worksheet** (*resource attached*)



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Plenary activities

- Mini-plenary . **Catch Q&A.** Carry out a quick Q&A session to check understanding. To encourage kinaesthetic learners to get involved throw a koosh ball, bean bag or soft toy at the student you want to answer a question. If they struggle to answer then they can throw the ball to someone else for help. Only the person holding the ball should answer.
- **Quick quiz** (*resource attached*)
- **Portakabin crossword**



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Introduction to marketing worksheet - Portakabin

What's in it for me?

I am learning...

- what marketing is all about
- the methods of market research
- the purpose and methods of market segmentation
- about the marketing mix (4Ps)

I am developing my skills as...

- a *self manager* by organising my time and resources effectively
- an *independent enquirer* by exploring issues and events

Task 1

Read through the **Portakabin case study**. Review the glossaries to help you learn the relevant terms and definitions. Use the case study to help you answer the questions in task 2.

Task 2

1. According to Drucker, what are the two basic functions of business?

2. In order to maintain its leading position and market share of the industry, what are the two aims of Portakabin's marketing activities?



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3. What are the three main market segments for Portakabin?

4. Why is it important that Portakabin regularly scores 9 out of 10 for customer satisfaction?

5. What method of primary research did Portakabin carry out when it found that customers wanted more light in its office buildings?

6. What are mystery shoppers?

7. What is the Portakabin Customer Charter and why does this give the organisation a competitive edge?



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8. Although competitive, why are Portakabin's prices sometimes higher than its competitors?

9. What methods of below-the-line promotion does Portakabin use?

10. Why does Portakabin have 45 hire centres across the UK?



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Quick quiz

1. What is the definition of marketing?
2. Give two ways of segmenting a market
3. What are the two main types of market research?
4. Focus groups and surveys are examples of which type of market research?
5. What does the 'I' of AIDA stand for?
6. What does USP stand for?
7. What does the D of AIDA stand for?
8. Which of the four Ps is concerned with raising awareness and increasing sales?
9. Which of the four Ps is concerned with getting the right functions and features for the customers?
10. Which type of promotion includes issuing press releases?