



THE TIMES 100

BUSINESS CASE STUDIES

Teacher guide

Marketing - Kia

Where does the lesson fit?

This session would fit in a marketing module to introduce the concept of marketing and the marketing mix.



Suggested resources & activities related to marketing and Kia

- Full Kia case study
- Marketing PowerPoint
- Promotion lesson resources
- Kia crossword
- Kia word search

Suggested timings for the session

10 mins	Starter e.g. Kia word search
5 mins	Use the Marketing PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
25 mins	Task – marketing mix
5 mins	What have you learned?

Answers to questions

1. What is marketing?
Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.
2. List the four elements of the marketing mix.
The four elements are:
 - Product
 - Price
 - Place
 - Promotion



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3. Explain what is meant by a Unique Selling Proposition. What is Kia's USP?
A USP is the thing that differentiates a product or service from anything else that is available on the market. The USP can be used to add value and provide competitive advantage. Kia's USP is its 7 Year Warranty.
4. Kia wants to increase its brand awareness within European markets. Analyse the process it has been going through in order to do this.
The process has included:
 - Planning the long term aims
 - Research customer needs
 - Establishing the processes that enable it to satisfy these needs (marketing strategy)

What have you learned?

Expected learning is likely to include:

- Definition of marketing
- The four elements of the marketing mix
- Examples of marketing mix for Kia
- Processes involved in developing a marketing strategy