Teacher guide

Promotion - Kia

Where does the lesson fit?

This session would fit in a Marketing Module following a general introduction to marketing, when the separate elements of the marketing mix are being explored in more detail

Suggested resources & activities related to promotion and Kia

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

Suggested timings for the session

5 mins	Starter e.g. Kia crossword
5 mins	Use the Promotion PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
25 mins	Task – AIDA activity
10 mins	What have you learned?

Answers to questions

1. Promotion is only one element of the marketing mix. What are the other three?
   The other three Ps in the marketing mix are:
   - Product
   - Price
   - Place

2. What does AIDA stand for?
   AIDA stands for
   - Attention
   - Interest
   - Desire
   - Action

3. Explain the purpose of promotion.
   The purposes of promotion include:
   - To increase awareness of a product or business
   - To raise brand recognition
   - To increase demand
   - To change or improve brand perception
   - To increase sales
   - To increase or maintain market share
   - To highlight the superiority of a product.

4. Evaluate whether below-the-line promotion is better than above-the-line promotion for Kia.
   On one hand...
   - Below-the-line promotion allows specific segments of customers to be targeted
   - Below-the-line is usually less expensive than above-the-line promotion
   - It is generally easier to track the success of below-the-line promotion
   However...
   - Above-the-line promotion reaches a very large audience
   - Can act to maintain awareness of a product or brand
   Both types of promotion can support each other.

What have you learned?
Expected learning is likely to include:
- Purpose of promotion
- Above-the-line promotion – definition, examples, advantages and disadvantages
- Below-the-line promotion - definition, examples, advantages and disadvantages
- Meaning and use of AIDA.