

Business

Promotion and its use in business



BTEC unit covered

Business: Unit 3 Promoting a brand

Key terms

Marketing mix: the marketing mix is a combination of the following elements; product, price, place and promotion – also known as the 4Ps

AIDA: a communication model used by firms to help them sell their products and services. It's an acronym used in marketing and advertising which helps companies develop effective communication strategies and stands for Attention, Interest, Desire and Action

Promotional mix: one of the 4Ps of the marketing mix. As a core, it consists of public relations (PR), advertising, sales promotion and personal selling but also extends to sponsorship, direct marketing (DM), guerrilla marketing and product placement



Learning objectives

- To understand the target audience for a product and learn the components of the marketing mix
- To use their knowledge to create their own promotional campaign

Suggested activities

- Run through slides 2-4 explaining the marketing mix and how each component is of equal importance to a business
- Explain how promotion is part of the marketing mix
- **Student activity:** Students to choose a specific product from a company they are familiar with, for example the Microsoft Xbox. Working with a partner, ask students to consider the target audience for the product. Using slide 3 as stimulus (the 4Ps of the marketing mix), students should work with their partner to identify what these mean in relation to the product they have chosen

Recommended resources Slides 2-4 of supporting presentation

- Use slides 5-9 to run through the promotional mix with your students so they are familiar with its various elements
- **Student activity:** Discuss some of the different types of advertising, PR and sponsorship students have seen and the perceived efficacy of each promotion
- Slide 10 explains how Thames Water use a range of elements from the promotional mix, including: advertising, direct marketing, sponsorship and PR / publicity. Some of these are shown on slides 11-18 which students should review
- Slide 19 looks at the meaning of the AIDA model (Attention, Interest, Desire, Action) and explains how an advertisement or marketing communication engages consumers in brand choice. It proposes that a campaign needs to achieve a number of tasks in order to transport the consumer through a series of steps (from awareness through to purchase)
- **Student activity:** Using the AIDA reference sheet and a copy of the 'Bin it – don't block it' ad and DM, students should critique the promotion using this model

Recommended resources Slides 5-19 of supporting presentation, AIDA reference sheet, Bin it - don't block it

- **Assignment:** Using the Showersave product information sheet, students should create a promotional campaign plan for the product. They should select an appropriate promotional mix for their campaign, explaining their rationale for the tools they have selected
- Once they have completed this task, they should think about the strengths and weaknesses of the tools they have selected using the AIDA model

Recommended resources Showersave product information sheet

Opportunities for assessment Peer assessment - students can assess each other's campaign plans – explaining whether they think the promotional mix would work. They should consider whether it communicates with the target market, whether the right promotional tools were selected and if it successfully conveys the desired image
