

AL Business Studies 9707

3AL: Marketing

Recommended Prior Knowledge

This unit builds on the AS units. It is important that 3AS is completed before this unit. There is no additional extension material for 3AL.1, 3AL.2 and 3AL.3 but it is important that students' analysis and evaluation skills continue to be developed and that these topics are seen in a strategic context. The AS units support directly 3AL.4, Marketing planning. The unit links with 6AL.

Context

This unit should build on the topics at AS in 3AS. Marketing should be seen in a practical way so that current issues in the 'real world' will provide very useful material for discussion and analysis. Globalisation provides an opportunity for students to look beyond their own country both in terms of opportunities for local businesses to expand overseas and opportunities/threats to their own businesses from other countries.

Outline

Marketing planning is developed beyond ideas from 3AS. Ideas for the marketing mix are extended to cover additional types of elasticity, a more rigorous study of Product in the mix and additional ideas relating to promotion. Forecasting is introduced as a new topic.

References to the endorsed textbook, A level Business Studies, 2nd edition by Peter Stimpson and Al Farquharson are in RED. Although activities have been selected from this book, these are only suggestions – there are many other useful activities that can be undertaken including others in the endorsed textbook and associated CD-ROMs and in other recommended textbooks.

AO	Learning outcomes	Suggested Teaching activities	Learning resources
3AL.1 3AL.2 3AL.3	What is marketing? Market research The marketing mix	<i>No topics beyond AS level. However, at A level teaching should develop the AS topics in terms of greater depth of analysis and evaluation.</i>	
3AL.4	Marketing planning <ul style="list-style-type: none">Market Planning	Introductory activity: Planning for the iPhone pays off (p 340)	Chapter 18 http://www.thetimes100.co.uk/theory/theory--market-planning--381.php provides background information.
	<ul style="list-style-type: none">Elasticity	Market planning builds on work undertaken at AS level. It ties in usefully with 6AL, the development of business strategies. Activities can be developed building on actual market research undertaken in 3AS or new market research on a product or service to be launched. Students can then design and justify a marketing mix. Useful activity: <ul style="list-style-type: none">New directions for Asian Airways (p344)	http://www.businessknowhow.com/Start-up/marketplanning.htm provides a simplistic work sheet that could be developed. Examination question: <ul style="list-style-type: none">May 2006 Paper 3 Q 1(b)
	<ul style="list-style-type: none">Product development	Income, promotional and cross elasticity concepts can be built on ideas from 3AS for price elasticity. It is important to develop uses and limitations. Useful activities include: <ul style="list-style-type: none">Nestle drops Smoothie drinks after 4 months (p 353)Aircraft maker invests \$200m in new wings (p 355)	http://www.bized.co.uk/virtual/vla/the_aed/index.htm is very useful with some practical activities.
		It is useful to study product development through the Tutor2u web site.	http://tutor2u.net/business/presentation/marketing/newproductdevelopment/default.html

AO	Learning outcomes	Suggested Teaching activities	Learning resources
	<ul style="list-style-type: none">Promotional campaigns Forecasting Coordinated marketing mix	<p>This adds to promotion ideas at AS. AIDA and DAGMAR can be developed in relation to developing a strategy. Useful activity includes:</p> <ul style="list-style-type: none">T and T Clothing – does the strategy fit the objectives? (p 350) <p>Forecasting using time series analysis (TSA) is best teacher led, with the aid of worksheets. These are best set up as Excel spreadsheets to take the tedium out of calculations (which serve little educational purpose). It is important to develop ideas about shortcomings as well as benefits and to get students to recognise situations in which TSA is not suitable.</p> <p>Useful activities include:</p> <ul style="list-style-type: none">Sodhi's sales forecast (p361) <p>The concept that the marketing mix is co-ordinated will have been developed at AS. At A level it can be developed further to take on a strategic dimension by linking in with marketing and other objectives.</p>	
REINFORCEMENT		<p>Revision +</p> <ul style="list-style-type: none">How Unilever developed 'Culinesse' (p362)Mauritius Hotel Co. (p363)Glaxo-Smith-Kline (p 364)	<p>Examination questions:</p> <ul style="list-style-type: none">Nov 2006 Paper 3 Q 5Nov 2007 Paper 3 Q 7Nov 2008 Paper 3 Q 4

AO	Learning outcomes	Suggested Teaching activities	Learning resources
3AL.5	Globalisation and international marketing <ul style="list-style-type: none"><li data-bbox="302 375 515 414">• Globalisation<li data-bbox="302 718 672 790">• Strategies for international marketing	<p data-bbox="739 279 1601 351">Introductory activity: Coca Cola's global marketing – India doesn't buy it. (p 366)</p> <p data-bbox="739 375 1601 534">It will be useful to develop resources about the extent to which globalisation has had an impact on the students' country, with examples drawn from newspapers, the Internet and so on. The impact can be discussed in terms of consumers, employees, local competitors and the economy. Cultural and ethical aspects can also be included.</p> <p data-bbox="739 558 1041 598">Useful activities include:</p> <ul style="list-style-type: none"><li data-bbox="795 598 1198 638">• Zumo the Energy drink (p374) <p data-bbox="739 718 1534 790">This can be used to tie together all the various topics in marketing through relevant case material.</p>	<p data-bbox="1624 279 1780 319">Chapter 19</p> <p data-bbox="1624 343 1915 383">Examination questions:</p> <ul style="list-style-type: none"><li data-bbox="1680 375 2038 414">• May 2008 Paper 2 Q 2(d)<li data-bbox="1680 414 2004 454">• May 2008 paper 3 Q 4 <p data-bbox="1624 470 2123 566">There are some excellent links at http://news.bbc.co.uk/1/hi/in_depth/business/2007/globalisation/default.stm .</p> <p data-bbox="1624 598 2123 694">http://www.guardian.co.uk/world/2002/oct/31/globalisation.simonjeffery reflects on 'what is globalisation?'</p> <p data-bbox="1624 718 2123 813">http://www.thetimes100.co.uk/theory/theory--international-marketing--241.php provides useful material.</p> <p data-bbox="1624 837 2123 941">http://www.consumerpsychologist.com/international_marketing.html takes a US perspective.</p>
REINFORCEMENT		Revision + McDonald's – pan global or global localization? (p375)	