



THE TIMES 100

Edition 14

Intellectual Property Office: Protecting the marketing mix through intellectual property rights

Lesson plan

Content area

- Marketing mix
- Innovation
- Business expansion
- Intangible assets

Method

This resource can be used for general classwork, homework or learning skills for investigation.

It is a good simple exercise in bringing the various terminologies together in understanding what it means, and how it can be used in context. This allows the pupils to bring out more in discussion and understand that the topics covered in Business Studies are not insular. The outcome will be by differentiation.

First Activity:

Using the case study and any other resources, define the following words:

Innovation; intellectual property; patents; copyright; design; trademarks; knowledge economy; exploitation; protection; logo; brand names; fraud; Forensic Pathways; target market; marketing mix; product; database; return on investment; pricing strategy; value for money; registering; prevention; copying; distribution channels; wholesaler; agents; resellers; brand identity; competitors; market orientated; product orientated; employer; employee; research and development; licences; servers; networks; revenue engineering; fast tracked; profit margin; gross profit; net profit; development costs; skimming; market penetration; pricing; cost plus; niche; first mover; competitive advantage; USP; differentiation; reputation; above the line promotion; below the line promotion; trade fairs; overseas market; Ansoff matrix; balance sheet; assets.

Second Activity

Once you have completed the definitions link the following words together to form a paragraph. The words do not necessarily have to be in any order but must be in context of Nivea For Men.



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Questions

1. What is meant by Intellectual Property Rights?
2. How can the Intellectual Property Office help businesses and individuals?
3. Using the marketing matrix, explain how it can be applied to the Intellectual Property Office?
4. What is the difference between a tangible and intangible asset?
5. How does reverse engineering work?
6. Skimming is often used when a new product has just been released into the market place. Why does this happen?
7. What is the difference between above-the-line promotion and below-the-line promotion?
8. What is the difference between a patent, design, trademark and copyright?

Activities

- Using the Times100 case study and the Intellectual Property Office website, produce a classroom display highlighting the dos and don'ts of applying for patents, trademarks and copyrights.
- Produce a booklet for the Design and Technology and Business studies department on the advantages and disadvantages and dos and don'ts of copyrights, trademarks, designs and patents.
- Using the internet and any other sources, research patents on products of your choice.

Other resources

- MP3 download of the full case study
- Summary of the case study . 500 words
- Brief of the case study. for lower ability pupils
- Interactive online quizzes
- Revision theory:
<http://www.thetimes100.co.uk/theory/theory--marketing-mix--%28price-place-promotion-product%29--243.php>
<http://www.thetimes100.co.uk/theory/theory--production-technology--215.php>
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