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Marketing mix – lesson suggestions & activities (McCain)

Lesson objectives

By the end of the lesson students should be able to:

- Know the different elements of the marketing mix and understand the influences on these four Ps (AO1). Give examples of marketing mixes (AO2) and select an appropriate marketing mix for a given firm (AO3/4).
- Explain how the marketing mix changes over time (AO2)
- Understand the product lifecycle (AO1) and draw the product lifecycle for different products (AO2). Evaluate the appropriateness of different extension strategies (AO3/4)

Starter activities

- **McCain word search** of the key terms
- **Post-its** . students write down the different reasons for buying their most recent purchase on to post-it notes and stick them on the board. All the reasons can then be categorised into whether they relate to product, price, place or promotion.

Delivery ideas

- Use the **Marketing mix slide show** to introduce the topic and apply the theory in the context of a well known organisation . McCain.
- GCSE . After reading the **McCain case study** or summary study, pairs of students research one McCain product of their choice. They should then complete a marketing mix grid for that product as thoroughly as possible taking into account all they have learned about the 4Ps (*resource attached*).
- AqLevel . Using the **McCain case study** for guidance, students write a report analysing the changes that McCain has made to the marketing mix of its products to ensure it continues to meet the changing needs of consumers.
- **Marketing mix worksheet** (*resource attached*)



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Plenary activities

- Mini-plenary . **spot the mistakes**. Students read the passage about the marketing mix and identify the deliberate mistakes (*resource attached*).
- **Marketing mix quick quiz** (*resource attached*)
- **60 second challenge** . pairs of students face each other. The first student in the pair talks for 60 seconds to their partner about what they know about the marketing mix without stopping or hesitating. The second student then has to talk for 30 seconds about the marketing mix without repeating anything their partner mentioned.



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Marketing mix grid

Chosen product.....

Product 	Price 
Place 	Promotion 



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Marketing mix worksheet (McCain)

What's in it for me?

I am learning...

- what is meant by the marketing mix and the product lifecycle
- why and how the marketing mix changes over time
- to draw and label a product lifecycle

I am developing my skills as...

- A *self manager* by organising my time effectively to ensure the tasks are completed on time.
- An *independent enquirer* by using reasoned arguments and evidence to support decisions and conclusions

Task 1

Read through the McCain case study. Use the glossaries to help you learn the relevant terms and definitions.

Task 2

GCSE Questions

Using the case study to help, answer the following questions:

1. The marketing mix includes product, price, _____ and promotion.
2. The product lifecycle shows the sales of a product over _____.
3. As demand for a product rises, the firm may decide to _____ the price.
4. Promotional activity which uses media to reach a mass audience is called _____ - _____ - _____.



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5. What is a brand?

6. What are the different factors that businesses like McCain take into account when setting the prices for its products?

7. High quality products can command higher prices. How does McCain maintain the high quality of its products?



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'A' Level Questions

8. To what extent is it necessary for McCain to minimise its risk on the environment when developing the marketing mix for its products?

9. To what extent is ~~p~~product~~q~~the most important of the four Ps for McCain?



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Task 3

Draw, label and explain the product lifecycle for McCain Oven Chips. Suggest extension strategies that have been or might be used to lengthen the product lifecycle.

The box contains a simple L-shaped coordinate system with a vertical line on the left and a horizontal line at the bottom, serving as a guide for plotting the product lifecycle curve.



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Marketing mix – spot the mistakes

Identify the mistakes in the following passage.

The marketing mix is a subtle combination of four Ps . price, place, parcel and promotion. When setting the price, there has to be a balance between getting the price too low for the customer buy it and too high for the business to cover its costs. There are different pricing strategies. For example, a penetration pricing is when the price of the product starts high and then gets lower after early adopters have bought it. Sometimes sociological pricing is used to make things look cheaper than they really are.

Promotion is all about raising awareness and encouraging sales of products. Television advertising is a common form of promotion. This is very cheap and can reach a large number of people at once. Sponsorship is another way of encouraging sales and may include discounts, free gifts and BOGOF.

The product should meet the customersneeds. The lower the quality, the higher the business can charge for the product. It may also have a USP. This stands for unique staying proposition.

Place is all about making sure the product can be conveniently bought by the customer. The distribution channel may include some or all of the following . manufacturer, wholesaler, retainer and consumer. The use of e-commerce has fallen in recent years.



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Marketing mix – quick quiz

1. What are the four Ps?
2. Which pricing strategy is used to make products look cheaper than they really are?
3. Which pricing strategy is often used by bus companies and cinemas?
4. What is the name that is given to an easily recognisable product or business name, for which people are often willing to pay more?
5. Which stage of the product lifecycle follows growth?
6. What strategies can be used to make the product lifecycle longer?
7. What organisations buy in bulk then sell smaller quantities to retailers?
8. What is the name given to promoting and selling goods and services online?
9. What is the promotional method called that is concerned with maintaining a good image with the general public?
10. What promotional method involves paying to be associated with another business or event?