

Teacher guide

Marketing mix – Aldi

Where does the lesson fit?

This session would fit in a marketing module or introduction to business module as an introduction to the marketing mix, before exploring the four Ps in greater detail.



Suggested resources & activities related to the marketing mix and the Aldi:

- Full Aldi case study
- Aldi MP3 of case study
- Marketing mix PowerPoint
- Aldi crossword
- Aldi word search

Suggested timings for the session

10 mins	Starter e.g. Aldi word search
5 mins	Use the marketing mix PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
20 mins	Task – comparison of marketing mixes
10 mins	What have you learned?

Answers to questions

1. What are the four Ps?
 - Product
 - Price
 - Place
 - Promotion
2. Describe the purpose of promotion.
The aims of a promotion campaign may be to:
 - Raise awareness
 - Encourage sales
 - Create or change a brand image
 - Maintain/increase market share
3. Explain the term above-the-line promotion, giving examples from the case study.



THE TIMES 100

BUSINESS CASE STUDIES

Above-the-line promotion uses mass media to get a message across to a large audience. For example, Aldi used TV adverts to promote its 'Like Brands' campaign messages.

4. Analyse the reasons why Aldi may choose to use below-the-line methods of promotion in addition to mass-media advertising (above-the-line).

Reasons may include:

- Aldi has more control over below-the-line methods
- Below-the-line promotion can be used to target specific groups of customers
- Below-the-line promotion is often less expensive than mass media advertising
- Below-the-line methods can be used to reinforce or follow up a message given through advertising e.g. posters in store following a TV advertising campaign.
- Social media generates feedback from customers as it creates two-way communication. This in turn can help to create Aldi advocates to promote the brand.

What have you learned?

Expected learning is likely to include:

- Definition of marketing mix
- The importance of each element of the mix
- Purpose and forms of promotion – above-the-line and below-the-line
- Social media
- AIDA model