



Teacher guide

Promotion - JD

Where does the lesson fit?

This session would fit in a marketing module, after a general introduction to the marketing mix, when the different elements are being explored in more detail.



Suggested resources & activities related to Promotion and JD

- Full JD case study
- Promotion PowerPoint
- Price lesson resources
- JD crossword
- JD word search

Suggested timings for the session

5 mins	Starter e.g. JD crossword
5 mins	Use the Promotion PowerPoint to discuss the topic
5 mins	Read the case study
15 mins	Questions
25 mins	Task . promotional campaign for go-karting track
5 mins	What have you learned?

Answers to questions

1. Promotion is only one element of the marketing mix. What are the other three?

The other three elements are:

- Product
- Price
- Place

2. Describe what is meant by above-the-line promotion.

Above-the-line promotion uses mass media advertising to promote a product or service, such as TV, newspapers and radio. A company has less control over this type of promotion.



THE TIMES 100

BUSINESS CASE STUDIES

3. Explain why organisations like JD might prefer to use below-the-line promotion instead of above the line promotion.

Below-the-line promotion might be preferred because:

- It is usually less expensive
- It is easier to target particular groups or market segments
- Consumers can be directly communicated with
- The company has more chance of measuring response rates

4. Analyse the purpose of promotion for firms like JD, particularly in a difficult economic climate.

The purpose of promotion includes:

- Raising awareness
- Encouraging sales
- Maintaining or changing brand image
- Maintaining or increasing market share

When unemployment is high and the economy is struggling, maintaining sales and market share for non-essential products is very difficult, so promotion is a good tool for businesses to use. However, the marketing budget is often one of the first casualties when businesses are struggling.

What have you learned?

Expected learning is likely to include:

- The four elements of the marketing mix
- The purpose of promotion
- Definition and examples of above-the-line promotion
- Definition and examples of below-the-line promotion
- Analysis of pros and cons of both above and below-the-line promotional activities
- The role of new technologies and social networking in promotion