

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>	<p>Chapter 18 http://www.thetimes100.co.uk/theory/theory--market-planning--381.php provides background information.</p>
3AL.4	Marketing planning <ul style="list-style-type: none"> <li data-bbox="309 512 546 536">• Market Planning 	<p>Introductory activity: Planning for the iPhone pays off (p 340)</p> <p>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.</p> <p>Useful activity:</p> <ul style="list-style-type: none"> <li data-bbox="797 791 1312 815">• New directions for Asian Airways (p344) 	<p>http://www.businessknowhow.com/Start-up/marketplanning.htm provides a simplistic work sheet that could be developed.</p> <p>Examination question:</p> <ul style="list-style-type: none"> <li data-bbox="1682 855 2029 879">• May 2006 Paper 3 Q 1(b)
	• Elasticity	<p>Income, promotional and cross elasticity concepts can be built on ideas from 3AS for price elasticity. It is important to develop uses and limitations.</p>	<p>http://www.bized.co.uk/virtual/vla/the_aed/index.htm is very useful with some practical activities.</p>
	• Product development	<p>Useful activities include:</p> <ul style="list-style-type: none"> <li data-bbox="797 1158 1458 1182">• Nestle drops Smoothie drinks after 4 months (p 353) <li data-bbox="797 1190 1435 1214">• Aircraft maker invests \$200m in new wings (p 355) 	<p>http://tutor2u.net/business/presentation/marketing/newproductdevelopment/default.html</p>
		<p>It is useful to study product development through the Tutor2u web site.</p>	

AO	Learning outcomes	Suggested Teaching activities	Learning resources
	<ul style="list-style-type: none"> Promotional campaigns 	<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) 	
	<ul style="list-style-type: none"> Forecasting 	<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>http://en.wikipedia.org/wiki/Time_series provides useful background. Examination question:</p> <ul style="list-style-type: none"> Nov 2006 Paper 3 Q 1(a), (b)
	<ul style="list-style-type: none"> Coordinated marketing mix 	<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 5 Nov 2007 Paper 3 Q 7 Nov 2008 Paper 3 Q 4

