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| **Topic Overview** | |
| **Topic** | BAFS Elective Part – Business Management Module – Marketing Management  M09: Marketing Strategies for Goods – Marketing Mix |
| **Level** | S5 / S6 |
| **Duration** | 2 lessons (40 minutes per lesson) |

**Learning Objectives:**

1. To understand the concepts market segmentation, market targeting and market positioning;
2. To explain the factors affecting the determination of target market;
3. To explain the concept of the marketing mix in business scenarios and business planning; and
4. To apply marketing strategies for goods.

**Overview of Contents:**

Lesson 1 Market Segmentation and Market Positioning

Lesson 2 Marketing Mix

**Resources:**

* + Topic Overview and Teaching Plan
  + PowerPoint Presentation
  + Student Worksheet
  + Answers to Student Worksheet

**Suggested Activities:**

* + Role Play
  + Case Study
  + Group Discussion
  + Problem Solving

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| **Lesson 1** | |
| **Theme** | Market Segmentation and Market Positioning |
| **Duration** | 40 minutes |

**Expected Learning Outcomes:**

Upon completion of this session, students will be able to:

1. Identify market segments with customers’ needs and wants;
2. Explain the concept of market segmentation and market positioning; and
3. Understand how market positioning affects the determination of target market.

**Teaching Sequence and Time Allocation:**

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| **Activities** | **Reference** | **Time Allocation** |
| **Part I: Introduction** | | |
| * Teacher starts the lesson by asking the question, “What are customers’ needs and wants when buying footwear?” * Teacher then asks students to brainstorm who the target customers are for those products. | PPT#1-2 | 5 minutes |
| **Part II: Content** | | |
| * **Activity 1: Identifying Market Segments**   + Students are asked to identify target customer groups associated with specific types of footwear.   + Teacher concludes the activity by stressing the different needs and wants among different target customer groups and the importance of market segmentation to a company’s marketing strategies. | PPT#3-6  Student Worksheet pp.1-3 | 10 minutes |
| * **Activity 2: Role-play - Market Positioning**   + Students are asked to pair up with their neighbouring students and perform a sales drill.   + Students should learn that different footwear brands are designed to satisfy needs of specific market segment(s).   + Teacher concludes the activity with the concept of market positioning. | PPT#7-9  Student Worksheet p.4 | 10 minutes |
| * Teacher illustrates the concepts of market segmentation and market positioning with the market positioning map of footwear. | PPT#10 | 5 minutes |
| **Part III: Conclusion** | | |
| * Teacher summarises the key concepts covered in this lesson. * To prepare for the next lesson, students should complete ***Activity 3*** on the use of marketing mix elements before attending the next lesson for discussion. | PPT#11-12  Student Worksheet  pp.5-6 | 10 minutes |

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| **Lesson 2** | |
| **Theme** | Marketing Mix |
| **Duration** | 40 minutes |

**Expected Learning Outcomes:**

Upon completion of this session, students will be able to:

1. Understand the use of marketing mix;
2. Apply marketing mix to satisfy the needs of target market effectively; and
3. Understand the external factors affecting product and service positioning.

**Teaching Sequence and Time Allocation:**

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| **Activities** | **Reference** | **Time Allocation** |
| **Part I: Introduction** | | |
| * Teacher starts the lesson by briefing students on the background in ***Activity 3: 4Ps for Tai Cheong Electronics (太昌電器行)***. * Teacher invites students to share their answers. Then, teacher gives feedback to students on their choices with the concept of Marketing Mix. | PPT#12-20  Student Worksheet pp.5-6 | 10 minutes |
| **Part II: Content** | | |
| * **Activity 4: Matching Marketing Mix**   + Students are required to form groups of 4 or 5 to match the marketing mix (4Ps) in a logical manner.   *(e.g. Product: dress, Price: $500, Place: Mong Kok, Promotion: advertisement on social media)*   * + Teacher invites students to present their answers.   + Teacher concludes the activity and explains the rationale of the matches.   + Key points should be addressed which are related back to ***Activity 3: 4Ps for Tai Cheong Hong (太昌電器行)*** on how the appropriate choice of a marketing mix can support positioning of the products or services. | PPT#21-24  Student Worksheet p.7 | 10 minutes |

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| * **Activity 5: Discussion on Changing Environment**   + Teacher shows to students the product images.   + Students, remaining in their groups, should compare the differences between the product and its preceding version, then indicate the changes in the environment and identify the factors leading to these changes.   + Teacher invites students to present their answers.   + Teacher further explains the factors and forces that affect marketing decisions. | PPT#25-27  Student Worksheet p.8 | 15 minutes |
| **Part III: Conclusion** | | |
| * Teacher concludes the lesson by explaining the significance of the changing environments to marketing strategies and how companies should cope with these changes by reviewing the marketing mix of a product or service regularly. | PPT#28-29 | 5 minutes |