Activity-based Resources for BAFS Topic 5: Designing a Promotion Mix

Business Management Module

Marketing Management

**Activity-based Resources for Business. Accounting and Financial Studies**

Business Management Module – Marketing Management

***Topic 5: Designing a Promotional Mix***

**Student Worksheet 1**

**Group Members:**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Activity 1(A): Selection of supermarket chain**

Based on your group’s interest, ease of collecting information, personal experience and social network, etc. select one supermarket chain to study and provide the details of it in the table below.

|  |
| --- |
| *Name of supermarket chain:*  *Sharing of personal experience such as coupon collection, reward card, etc.:*  *Why interested? (Provide justification for your choice) :* |

**Activity 1(B): Collect data/information**

(i) Collect data/information from the supermarket chain’s website and newspaper. State the ***general objectives*** of its promotion strategies and identify the elements of a promotion mix.

|  |
| --- |
| *Objectives:* |

|  |  |
| --- | --- |
| ***Elements of a promotion mix*** | ***Definition/explanation*** |
| 1.  2.  3.  4. |  |

**Activity 1(B): Analyse promotion mix strategies**

#### (ii) Analyse the findings by categorising them into 4 elements of a promotion mix.

|  |  |
| --- | --- |
| ***Elements*** | ***Description of promotion activities/strategies*** |
|  |  |
|  |  |
|  |  |
|  |  |

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**Student Worksheet 2**

**Activity 2(A): Designing a promotion mix**

Your group is required to design a promotion plan for a product you are interested, e.g. a new model of smartphone, sports shoes or backpacks, etc. Applying the concept of promotional mix, discuss how your group is going to promote the selected product. Write down your ideas in the following table.

|  |  |
| --- | --- |
| *Promotion objectives:*  *Competitive advantage (e.g. lower price, good quality, special design, good service etc.)* | |
| ***Elements of a promotion mix*** | ***Suggested actions/promotion strategies*** |
| *Advertising*  *Sales promotion*  *Personal selling*  *Public relations* |  |

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**Student Worksheet 3**

**Activity 2(B): Oral presentation**

1. Outline the flow of oral presentation and list the key content to be covered.

|  |
| --- |
|  |

1. With the suggested format below, each group is required to prepare for a 10-minute presentation

|  |  |
| --- | --- |
| Introduction: |  |
| *Product description:* |  |
| *Positioning and competitive advantage/selling point:* |  |
| *Promotion plan:* |  |
| *Limitations of suggested actions:* |  |
| *Summary/conclusion* |  |

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**Student Worksheet 4**

**Activity 3: Extended activity**

*Name of a competitor of the selected supermarket chain:*

*Write down the promotion strategies of the competitor and compare them with those adopted by the supermarket chain in Activity (1), identify the features of effective promotional strategies from the cases*

|  |  |  |
| --- | --- | --- |
| ***Elements of promotion mix*** | ***Promotion strategies of the competitor*** | ***Observations/findings (e.g. which one is more effective & why?)*** |
| *Advertising*  *Sales promotion*  *Personal selling*  *Public relations* |  |  |
| *Any effective promotion strategies or good practices identified?* | | |