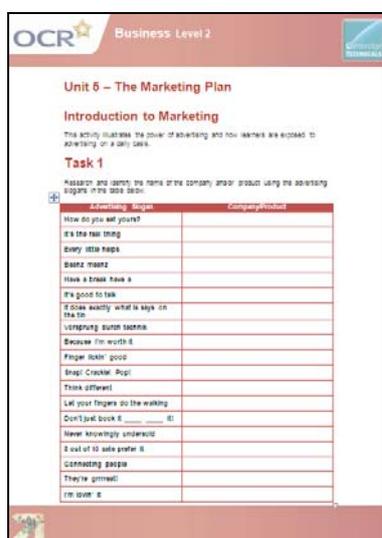


Unit 5 – The Marketing Plan

Introduction to Marketing

Instructions and answers for Teachers

These instructions should accompany the OCR resource 'Introduction to Marketing' which supports the OCR Level 2 Cambridge Technicals in Business Unit 5 – The Marketing Plan.



Associated Files:

Introduction to Marketing

Expected Duration:

Task 1 – approx. 10 minutes

Task 2 – approx. 10 minutes

This activity illustrates the power of advertising and how learners are exposed to advertising on a daily basis.



This activity offers an opportunity for English skills development.

LESSON Elements

The building blocks you need to construct informative and engaging lessons

To give us feedback on, or ideas about, the OCR resources you have used email resourcesfeedback@ocr.org.uk

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Task 1

Research and identify the name of the company and/or product using the advertising slogans in the table below.

Advertising Slogan	Company/Product
How do you eat yours?	Cadbury Crème Egg
It's the real thing	Coca Cola
Every little helps	Tesco
Beanz meanz	Heinz
Have a break have a	Nestle Kit Kat
It's good to talk	BT
It does exactly what is says on the tin	Ronseal
Vorsprung durch technik	Volkswagen
Because I'm worth it	L'Oreal
Finger lickin' good	KFC
Snap! Crackle! Pop!	Rice Crispies
Think different	Apple
Let your fingers do the walking	Yellow Pages
Don't just book it _____ it!	Thomas Cook
Never knowingly undersold	John Lewis
8 out of 10 cats prefer it	Whiskers
Connecting people	Nokia
They're grrreat!	Frosties
I'm lovin' it	McDonalds



Task 2

In pairs, now that you have identified the companies/products, who do you think the products/services are aimed at (Target Market)? Why do you think this is? Write on the task sheet below.

Advertising Slogan	Target Market
How do you eat yours?	Children
It's the real thing	Young Adults
Every little helps	Families
Beanz meanz	Families
Have a break have a	Working adults
It's good to talk	Families
It does exactly what is says on the tin	Males
Vorsprung durch technik	Males aged 25-50
Because I'm worth it	Females
Finger lickin' good	Families
Snap! Crackle! Pop!	Children
Think different	Males
Let your fingers do the walking	Males/Females 40-60 year olds
Don't just book it _____ it!	Families
Never knowingly undersold	Families
8 out of 10 cats prefer it	Cat owners
Connecting people	Males/females 20-30 year olds
They're grrreat!	Children
I'm lovin' it	Children, Young Adults, Families

