

Unit 5 – The Marketing Plan

Marketing Campaigns

Instructions and answers for Teachers

These instructions should accompany the OCR resource 'Marketing Campaigns' which supports the OCR Level 2 Cambridge Technical Certificate in Business Unit 5 – The Marketing Plan.



Associated Files:
Marketing Campaigns

Expected Duration:
Task – approx. 20-30 minutes

The lesson element 'Marketing Campaigns' is a PowerPoint which learners could view to help with understanding of the theories of marketing campaigns. The presentation helps to explain why businesses rely on campaigns working to promote existing or new products/services. The presentation covers the following topics: Types of campaigns, Mass and niche markets, Tactics and purposes of campaigns and who benefits from marketing campaigns.

There are some activities included in the presentation which should aid a group discussion on marketing campaigns and inform the learners of valuable and relevant information for this unit.

The presentation will play automatically in slide show mode, but can be paused to allow learners time to view the activities.



This activity offers an opportunity for English skills development.

LESSONElements

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

© OCR 2012 - This resource may be freely distributed, as long as the OCR logo and this message remain intact and OCR is acknowledged as the originator of this work.

