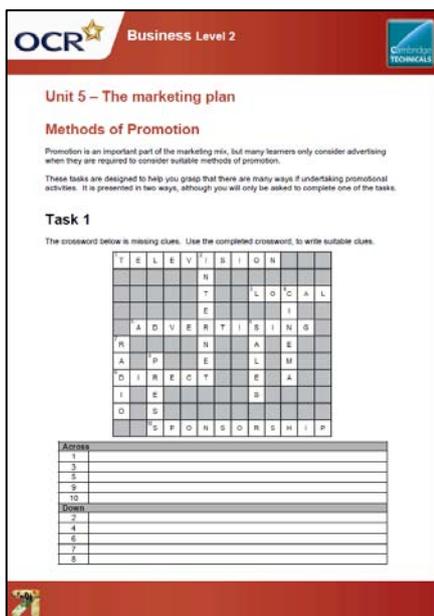


Unit 5 – The marketing plan

Methods of Promotion

Instructions and answers for Teachers

These instructions should accompany the OCR resource 'Methods of Promotion', which supports the OCR Level 2 Cambridge Technical Certificate in Business Unit 5 – The marketing plan



The screenshot shows the OCR Business Level 2 resource page for 'Methods of Promotion'. It includes the OCR logo, the title 'Unit 5 – The marketing plan', and the sub-title 'Methods of Promotion'. The text explains that promotion is an important part of the marketing mix and that many learners only consider advertising. It states that the tasks are designed to help learners grasp that there are many ways of undertaking promotional activities. Task 1 is described as a crossword puzzle where learners use the completed crossword to write suitable clues. The crossword grid is shown with some words filled in, such as 'TELEVISION', 'LOCAL', 'ADVERTISING', 'INTERNATIONAL', 'DIRECT', 'IDEAS', and 'SPONSORSHIP'. Below the grid is a table for writing clues.

Across	Down
1	2
3	4
5	6
9	7
10	8

Associated Files:
Know Your Ratios

Expected Duration:
Approximately 10 minutes per task

Promotion is an important part of the marketing mix, but many learners only consider advertising when they are required to consider suitable methods of promotion.

These tasks are designed to help learners grasp that there are many ways of undertaking promotional activities. It is presented in two ways, although learners would only be asked to complete one of the tasks.

This resource contains 2 tasks.

Task 1 provides a twist on the traditional crossword and requires a little more thought. The crossword has been completed, but learners are required to write suitable clues.

Task 2 provides a more traditional activity, where clues are provided and learners are required to complete the crossword.



Task 1

The crossword below is missing clues. Use the completed crossword to write suitable clues.

¹ T	E	L	E	V	² I	S	I	O	N			
					N							
					T			³ L	O	⁴ C	A	L
					E					I		
	⁵ A	D	V	E	R	T	I	⁶ S	I	N	G	
⁷ R					N			A		E		
A		⁸ P			E			L		M		
⁹ D	I	R	E	C	T			E		A		
I		E						S				
O		S										
		¹⁰ S	P	O	N	S	O	R	S	H	I	P

Sample answers in shaded boxes below.

Across	
1	<i>This media is expensive, so will only usually be used by large national firms</i>
3	<i>This type of newspaper promotion is particularly useful for small businesses</i>
5	<i>Many people incorrectly think promotion is just about this!</i>
9	<i>This type of promotion involves personal communication with the intended audience</i>
10	<i>Common in sport, this is a way of getting a business to be associated with an event or team</i>
Down	
2	<i>This media involves creating banners to display at the top of a page</i>
4	<i>This media is useful for reaching specific age groups, particularly those under thirty years of age</i>
6	<i>Sales promotions describe a number of promotional methods that are designed to sell more products</i>
7	<i>Advertisements played on this media can not be visual</i>
8	<i>A press release is one way of letting newspapers know what a business is doing</i>



Task 2

Complete the crossword using the clues below.

Answers below.

1	T	E	L	E	V	2	I	S	I	O	N				
						N									
						T			3	L	O	4	C	A	L
						E						I			
	5	A	D	V	E	R	T	I	6	S	I	N	G		
7	R					N			A		E				
	A		8	P		E			L		M				
9	D	I	R	E	C	T			E		A				
	I		E						S						
	O		S												
			10	S	P	O	N	S	O	R	S	H	I	P	

Across	
1	This media is expensive, so will only usually be used by large national firms
3	This type of newspaper promotion is particularly useful for small businesses
5	Many people incorrectly think promotion is just about this!
9	This type of promotion involves personal communication with the intended audience
10	Common in sport, this is a way of getting a business to be associated with an event or team
Down	
2	This media involves creating banners to display at the top of a page
4	This media is useful for reaching specific age groups, particularly those under thirty years of age
6	Sales promotions describe a number of promotional methods that are designed to sell more products
7	Advertisements played on this media can not be visual
8	A press release is one way of letting newspapers know what a business is doing



These activities offer 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.

