

Year 12 – Business Studies -Promotion

Prepare for learning

Popular sound tracks to advertisements played at the start and learners encouraged to name them whilst waiting for the class to arrive.

Video of Coca-Cola campaign, which is endorsed by Marcus Rashford. Teacher led to show how celebrities are used to reach wider audiences.

Agree learning outcomes

Welcome and check in with learners and set the Learning Outcomes.

Present new information

New information presented on areas of the promotional mix – examples used to develop understanding of each area of the Promotional Mix

In addition to this, teacher-led information to develop understanding of Above and Below the line promotion.

Constructing meaning

Break-out room tasks. Learners split into 7 groups of 3 to research 6 examples of promotion, providing images and explanation of that form of promotion. Learners interact to organise themselves, share knowledge of different forms to aid learning.

The screenshot shows a Microsoft Teams chat interface for 'Room 6'. The chat history includes the following messages:

- oh dm hes replied
- work to be done and posted in this chat
- S [redacted] Tuesday 11:29 AM
above the line examples are Examples are; television, radio and print advertisement
- [redacted] Tuesday 11:29 AM Edited
Below The Line Promotion Examples are: Sales Promotion.Branding packaging and merchandise. Telemarketing
- [redacted] n Tuesday 11:30 AM
below the line examples are ; sales promotion, direct marketing and direct mail
- [redacted] Tuesday 11:33 AM
Above the line examples ; radio, in store marketing, sponsorship
Below the line examples ; billboards, posters, banners, emails, texts
- [redacted] n Tuesday 11:33 AM

The shared image is a diagram titled 'The Line Advertising' from Business.com. It is divided into two sections:

- Above the Line Advertising:** Includes Television, Radio, and Internet, represented by icons of a TV, a radio, and a computer monitor.
- Below the Line Advertising:** Includes Sales Promotion and Discount Coupons, represented by icons of a gift box, a percentage sign, and a 'SALE' sign.

Apply to demonstrate

Learners are asked to use the link and head to the collaboration space on OneNote. A pre-made table is used for individual learners to share their best idea, identify the form of promotion and then explain why that method of promotion is suitable. This is in-line with the WJEC Business assessment process AO1-AO2-AO3.

Promotional strategy

11 January 2021 15:07

In the table below you need to write your **business name - the product in question** - What methods of promotion they use and **explain why?**

Name	Business	Product	Above the line promotion	Below the line promotion	Explanation of why they are suitable methods.
	Apple	iPhone	They use tv advertising to promote their products.		This method is suitable because they can use the same advert all around the world, without having to film different adverts, which will increase market sales.
	Nike	Sport gear	Sponsorship on television	Lebron James got paid to wear Nike uniform	Using a celebrity endorsements can be a great way for a business to promote a new product, this is because a celebrity has a influence and their supporters. If Nike pays Lebron James for a celebrity endorsement, this promotion is directed to the correct target customer.
	McDonald's	Big Mac	The promote their products by paying to put adverts on tv, on the radio, and on billboards near bus stops and buildings.	They promote their products by putting vouchers on the back of bus tickets, this doesn't necessarily take a chunk out of their budget as they're still making a profit from it.	The adverts are a good method because it allows them to get reach a larger amount of people to see their product that they're bringing out/ re-releasing. By putting vouchers on bus tickets it means that they can catch the eye of all ages, and it targets those who cannot usually afford to get fast food as they're getting it for less than the normal price, they feel catered for and included.
	tesla	cars	They release YouTube videos introducing their new line	Road shows and PR	Their target audience is based towards a more youthful audience, those who are into new electric cars tend to be of the younger generation therefor use apps that will have a high reach
	Subway	Footlong sub	They promote products like their deals and subs through television	Paying for Marketing through social media which promotes to a large number of people for less money	Tv ads can be targeted to different specific audiences at a large audience. Using social media can be a huge benefit as subway and other businesses can get shared or sponsor a influencer who has a large page on social media where most of that audience will see.
	Nike	Clothing and shoes	They promote their products through advertising at events like football games	They use sales promotions for products that are in decline as an extension strategy	

Review

Learners to answer a 10 marks past paper example of promotion using exam structure TED / PANEL to apply their learning and develop structure.

Forms Apply to demonstrate/Review - Saved

Questions Responses 19

Apply to demonstrate/Review (10 Points)

Please answer the 10 mark question using your structure.
 Talk about the point (min 3)
 Explain and provide examples
 Develop with the impact.

1. Explain the different types of promotion that might be used by a Welsh food manufacturing business. (10) *
 (10 Points)

Enter your answer

+ Add new