Lorraine Taylor – [wlaj@orcon.net.nz](mailto:wlaj@orcon.net.nz), <http://lorrainetaylor.info> Page 1 8/4/11

Task 3.2 Instructional Design Course 261.760

**Market Planning: Getting the right Marketing Mix**

*I have attempted in this lesson to develop a small set of learning tasks within a Business Studies course to incorporate blended learning, so that students will have both F2F and online correspondence and tasks set.   This topic would be part way through a course so the format and expectations of some of the tasks have already been set and used previously.  I consider the Task as the structure of the lesson but that the Activity (the carrying out of the task) as what the students do. My aim is that through the lesson the students as learners are active, their learning is cumulative and goal oriented, and that there is flexibility for the learners to draw from their own experience, to be individuals and to self-regulate their learning.*

**Learning Objectives:**

* Analyze and evaluate the key elements needed for marketing a product
* Examine the appropriateness of marketing objectives

**Lesson Starter:** Students will have previously learned about the 4 P’s of Marketing: price, product, place and promotion. Homework was given to review the 4 P’s by:

* Reviewing notes, readings or researching online.
* Watch the YouTube Video on the 4 P’s of Marketing: [4 P's of Marketing](http://youtu.be/JIirzTdaey4)
* Extend their knowledge by looking at this PowerPoint: [4 P's of Marketing - Extension](http://bit.ly/oM9cRy)

Students discuss the 4 P’s as review. This is a foundation for the next task.

**Task:** In groups, create a mind map showing the elements needed in marketing a product. Include the 4 P’s and add 2-4 more elements that affect the marketing of a product. Add branches to the mind map to give more detail of each element.

*Teacher: Students may choose other elements such as People, Process, Physical Evidence and Packaging. They gather this information through collaboration, discussion, reading text/resources, tweeting an expert, or researching online.*

* Watch the video [Mind Map: 4 P's of Marketing](http://youtu.be/H7clkemx_dA) .

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* Decide on format of mind map.
  + [Mindmeister](http://www.mindmeister.com/)
  + [Bubbl.us](https://bubbl.us/)
  + [Mindomo](http://www.mindomo.com/)
  + [xmind](http://www.xmind.net/) *freeware*
  + on paper
  + other ?
* Choose groups wisely.
  + If you haven’t used an online mind map before, jump in and lead a group. Learn as you go. Learn collaboratively. Or join a group that has experience and learn from them.
  + Let your artistic talents flow and create one on paper. Perhaps, identify the mind map graphics creator and other group members can text, email, voice mail, skype or facebook input to complete work outside of class.
  + Each group shares their mind map with all other groups. Decide how you will do this. This can be shared online or in class.

***Extension Task:*** There are limitations on the marketing mix that can strongly influence the final outcome such as cost, competition, and new technology. Describe an occasion that you bought, or did not buy, a product. Describe possible reasons that this might have occurred. Post reply to class blog site for feedback from the teacher and other class members.

**Discussion Forum:** Access the class discussion forum and respond to this question: “Do you think it is unethical for organizations to market directly to children?” Post a comment to 1- 3 of your fellow classmates.

**Final Wrap Up:** (At the beginning of the year a ‘roster’ is given to ensure that each student acts as Group Work Evaluator, Blog Evaluator, and Discussion Evaluator. The evaluation method of CRC is used: Commend, Recommend, and Commend as used in Toastmasters. The teacher is the General Evaluator in this instance, giving feedback directly to the students on how they evaluate.)

* Mind Map Evaluator Report.
* Blog Evaluator Report.
* Discussion Forum Evaluator Report
* 30 Second Time (This is used for students to have 30 seconds to comment on what worked, what didn’t work, what they learned, and what the wished they had learned,).

Chocolate Fish Awards. (even for good 30 second ideas) are distributed.