

# IB Business Management

## Unit 4: Marketing – Scheme of Work



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### UNIT 4: MARKETING

#### UNIT 4: MARKETING – THEORY OF KNOWLEDGE QUESTIONS

1	The observer effect is a common problem in the social sciences whereby knowledge of being researched influences how people answer questions and behave. What problems does the observer effect create for market research?
2	In market research, how might the language used in polls and questionnaires influence consumers and businesses' conclusions?
3	People can be unconsciously influenced by marketing messages – what implications does this have for free will?
4	To what extent is consumer behaviour rational?
5	Is the decision to develop CSR objectives solely a marketing strategy?

Student selection of **ONE question**: 500-word response

#### Conceptual understandings:

- Social, cultural and technological **change** can impact the language and medium of marketing
- **Creative** ways of informing stakeholders can lead to positive business outcomes
- **Ethical** marketing practices can enhance a business' brand image
- **Sustainable** marketing practices can be effective for business success

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Time	Content	Learning activities	Assessment
<b>4.1 Introduction to marketing</b>			
2 weeks	Explain market share	Simpson and Smith: Textbook: pp 342-352 PPT presentation and summary notes Textbook questions: Exam style questions, pp 352, Questions 1-10. Videos Flash cards Classroom games – Kahoot!	IB Business Management: Activities A – D Exam practice question Quizzes Topic Test
	Explain market growth		
	Discuss the importance of market share and market leadership <b>HL</b>		
	Explain different changes in the external environment that firms operate in – <b>BMT</b>		
	Prepare a STEEPLE analysis for a given situation – <b>BMT</b>		
	Use STEEPLE analysis to examine the impact of the external environment on a firm – <b>BMT</b>		
	Evaluate the impact on a firm's objectives and strategy of a change in any of the STEEPLE factors – <b>BMT</b>		
<b>4.2 Marketing planning</b>			
2 weeks	Explain the role of marketing planning.	Simpson and Smith: Textbook: pp 353-383 PPT presentation and summary notes Textbook questions: Exam style questions, pp 371, Questions 1-10; pp 383, Questions 1-10	IB Business Management: Activities A – C Exam practice question Quizzes Topic Test
	Explain market segmentation, targeting (target market) and product and brand positioning (position maps).		
	Distinguish between niche markets and mass markets.		
	Explain the importance of a product having a unique selling point/proposition (USP).		

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	Discuss how organisations can differentiate themselves and their products from competitors	Videos Flash cards	
	Discuss the benefits and limitations of sales forecasting <b>HL</b>	Classroom games – Kahoot! McDonalds and Rolls Royce case studies	

### 4.3 Market research

2 weeks	Discuss why and how organisations carry out market research	Simpson and Smith: Textbook: pp 386-403	IB Business Management: Activities A - C Exam practice question Quizzes Topic Test	
	Explain the following methods/techniques of primary market research: surveys, interviews, focus groups, and observations	PPT presentation and summary notes Textbook questions: Exam style questions, pp 403, Questions 1-10.		
	Explain the following methods/techniques of secondary market research: market analyses, academic journals, government publications, media articles, and online content	Videos		
	Distinguish between qualitative and quantitative research	Flash cards Classroom games – Kahoot!		
	Explain the following methods of sampling: quota, random, and convenience			
	Determine and apply the mean, median and mode in a data set to inform business decision making - <b>BMT</b>	PPT presentation and summary notes Videos		IB Business Management: Activities A - E Exam practice question Quizzes
	Prepare, construct and interpret bar charts, pie charts and infographics to inform business decision making - <b>BMT</b>	Flash cards Classroom games – Kahoot!		
	Determine and apply quartiles and standard deviations in a data set to inform business decision making - <b>BMT</b>			

### 4.4 The 7 Ps of the marketing mix

7weeks	<b>Product</b>		
	Explain the relationship between the product life cycle, product portfolio and the marketing mix	Simpson and Smith: Textbook: pp 404-416	IB Business Management: Activities A - D
	Analyse the stages of a typical product life cycle		

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Discuss the importance of extension strategies in the product life cycle	PPT presentation and summary notes	Quizzes Topic Test
Analyse the relationship between the product life cycle and the marketing mix, investment, profit and cash flow	Videos Flash cards	
Explain the importance and role of branding	Classroom games – Kahoot!	
Explain different aspects of branding, including: awareness, development, loyalty and value	Nivea and Portakin case studies	
Prepare a BCG matrix to classify a company's products – <b>BMT</b>	PPT presentation and summary notes	IB Business Management: Activities A - C
Analyse a company's product portfolio using the BCG matrix – <b>BMT</b>	Videos Flash cards	Exam practice question Quizzes
Use the Boston matrix to develop future strategic direction – <b>BMT</b>	Classroom games – Kahoot!	
<b>Price</b>		
Analyse the appropriateness of the following pricing methods: <ul style="list-style-type: none"> <li>▪ Cost-plus (mark-up) pricing</li> <li>▪ Penetration pricing</li> <li>▪ Loss leader</li> <li>▪ Predatory pricing</li> <li>▪ Premium pricing</li> <li>▪ Dynamic pricing <b>HL</b></li> <li>▪ Competitive pricing <b>HL</b></li> <li>▪ Contribution pricing <b>HL</b></li> <li>▪ Price elasticity of demand <b>HL</b></li> </ul>	Simpson and Smith: Textbook: pp 417-432  PPT presentation and summary notes  Videos  Flash cards  Classroom games – Kahoot!  JD case study	IB Business Management: Activities E - H  Quizzes Topic Test
<b>Promotion</b>		
Explain the objectives of promotion	Simpson and Smith: Textbook: pp 425-424	IB Business Management: Activities I - L
Distinguish between above-the-line, below-the-line, and through-the-line promotion	PPT presentation and summary notes	Quizzes Topic Test
Analyse different promotional tools and discuss their effectiveness	Videos Flash cards	
Discuss social media marketing as a promotional strategy	Classroom games – Kahoot!	

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Place		
Discuss different distribution channels	Simpson and Smith: Textbook: pp 432-436 PPT presentation and summary notes Videos Flash cards Classroom games – Kahoot!	IB Business Management: Activities O and P Quizzes Topic Test
Assess the appropriateness of a particular distribution channel in a given marketing mix		
Evaluate the effectiveness of different distribution channels		
The 7Ps – services marketing mix		
Identify the 7Ps in service-based marketing plans: Product, Price, Place, Promotion, People, Processes and Physical evidence	Simpson and Smith: Textbook: pp 436-445 Textbook questions: Exam style questions, pp 445, Questions 1-4 x 2. PPT presentation and summary notes Videos Flash cards Classroom games – Kahoot!	IB Business Management: Activity Q Exam practice question Quizzes Topic Test
People: Discuss the importance of the customer and employee relationship in the marketing of services.		
Examine cultural variation in the employee-customer relationship		
Processes: Discuss the importance to marketing of the provision and delivery of a service		
Examine the effect of changes in delivery processes in the marketing of services		
Physical evidence: Discuss the significance of tangible physical evidence in service marketing.		
Prepare a Porter's Generic Strategies matrix to illustrate strategies for competitive advantage – <b>BMT HL</b>	PPT presentation and summary notes Videos Flash cards Classroom games – Kahoot!	IB Business Management: Activity A Exam practice question Quizzes
Analyse a company's product portfolio using Porter's Generic Strategies – <b>BMT HL</b>		
Use Porter's Generic Strategies to develop future strategic direction – <b>BMT HL</b>		

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### 4.5 International marketing HL

2 weeks	Evaluate the opportunities and threats posed by entry into international markets HL	Simpson and Smith: Textbook: pp 446-457 PPT presentation and summary notes Textbook questions: Exam style questions, pp 457, Questions 1-10. Videos Flash cards Classroom games – Kahoot!	IB Business Management: Activity A Exam practice question Quizzes Topic Test
	Analyse the political, economic, social, legal and cultural issues of entering international markets HL		
	Explain the differences between international marketing and global marketing HL		
	Examine the different methods of how organisations can gain entry into international markets HL		
	Explain the roles of cost and profit centres <b>HL</b>		
	Construct a budget <b>HL</b>		
	Calculate and interpret variances <b>HL</b>		
	Explain the importance of budgets and variances in decision-making <b>HL</b>		

#### Formative Assessment:

Unit 4: Marketing – Formal assessment **test**