

Buy one, get one free – an introduction to marketing strategies

Von Jan Hinrichs, Melsungen

Ein gutes Produkt anzubieten, reicht heutzutage nicht aus. Um wettbewerbsfähig zu bleiben, bedarf es mehr: Die potentiellen Kunden müssen über die richtigen Kanäle angesprochen werden, Service, Kommunikation und nicht zuletzt der Preis müssen stimmen. Kurzum, es bedarf der richtigen Marketingstrategie. Um diese zu entwickeln, kooperieren deutsche Firmen oft mit internationalen Marketingagenturen. Daher ist es wichtig, dass sich Auszubildende auf Englisch über dieses Thema unterhalten können.

In der vorliegenden Unterrichtseinheit erarbeiten die Schüler die gängigsten Marketingstrategien und wenden diese auf aktuelle Fallbeispiele an. Durch den Einsatz authentischer Texte und Hörbeispiele trainieren sie ihre Les- und Hörverstehen. Sie eignen sich thematischen Wortschatz und Fachvokabular an. Zum Abschluss setzen sie ihre erworbenen Kenntnisse in einem Rollenspiel ein. Dabei lernen sie, dass es im Bereich Marketing keine universelle Lösung gibt, sondern, dass Marketing ein dynamischer Prozess ist, den es laufend zu optimieren gilt.



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Das Marketing gestaltet die Zukunft des Unternehmens mit. Dabei kommen viele Fachbegriffe aus dem Englischen zum Einsatz.

Mit Hörbeispielen
im MP3-Format!

Das Wichtigste auf einen Blick

Kompetenzen

- die grundlegenden Marketingstrategien und deren Risiken kennen und anwenden
- die Preisbildung von Produkten nachvollziehen
- Kunden hinsichtlich bestimmter Kriterien differenzieren und zu Zielgruppen zusammenfassen
- eine eigene Marketingstrategie entwickeln
- thematischen Wortschatz lernen und richtig gebrauchen

Dauer

5–10 Schulstunden (+ Test),
je nach Materialauswahl

Niveau

B2

Ihr Plus

mit aktuellen Fallstudien und einem Rollenspiel

Verlaufsübersicht

| 1./2. Stunde: Marketing strategies – how to achieve business growth | |
|---|---|
| Material | Verlauf |
| M 1 | Marketing – an introduction / verschiedene Bereiche des Marketings anhand einer Leseverstehensübung zu einem Sachtext kennenlernen |
| M 2 | The Ansoff Matrix – identifying potential business growth / Marketingstrategien und deren Risiken am Beispiel des <i>Apple iPhones</i> verstehen |
| M 3; CD 24, Track 1 | Schaufelix Construction Equipment Ltd – case study / die Ansoff-Strategien auf eine Fallstudie anwenden und mit einer Hörverstehensübung vertiefen |
| <i>Stundenziel:</i> | Die Schüler erwerben ein globaleres Verständnis von Marketing und können mit der Ansoff-Matrix, Marketingaktivitäten einordnen und auf Englisch beurteilen. |

| 3./4. Stunde: Prices and products – how to set the right price | |
|--|--|
| Material | Verlauf |
| M 4 | How much is this TV set? – Calculating the price / anhand einer Leseübung die Kernaussagen eines Texts erfassen und erfahren, wie sich Produktpreise zusammensetzen |
| M 5 | Pricing strategies – an overview / in einer Zuordnungsaufgabe den wichtigsten Preisstrategien Definitionen zuordnen und den Preis eines Mobiltelefons bilden |
| <i>Stundenziel:</i> | Die Lernenden verstehen die wichtigsten Preisstrategien und können diese auf Englisch beschreiben. Sie kennen die Bedeutung von Preisen für das Marketing. |

| 5./6. Stunde: Price leadership – understanding and analysing the phenomenon | |
|---|---|
| Material | Verlauf |
| M 6 | Price leaders in the petroleum industry – case study / anhand einer aktuellen Fallstudie das Phänomen der Preisführerschaft untersuchen |
| M 7 | How to achieve price leadership – presentation / in einer Gruppenarbeit eine Strategie zur Wiedererlangung der Preisführerschaft entwickeln und präsentieren |
| <i>Stundenziel:</i> | Die Schüler verstehen wie Preisführerschaft entsteht und welche Folgen sie nach sich zieht. Sie können über dieses Thema auf Englisch diskutieren. |

| 7./8. Stunde: Markets and consumers – how to define a target group | |
|--|--|
| Material | Verlauf |
| M 8; CD 24, Track 2 | Who is buying my product? – Defining a target group / anhand einer Hörverstehensaufgabe Kunden kategorisieren und Zielgruppen definieren |
| M 9 | A trip to Australia – market segmentation / durch ein Fallbeispiel lernen, wie ein Basisprodukt auf verschiedene Marktsegmente zugeschnitten wird |
| <i>Stundenziel:</i> | Die Schüler kennen die Kriterien zur Marktsegmentierung, können Produkten Zielgruppen zu ordnen und kennen den relevanten thematischen Wortschatz. |



Die Hörtexte befinden sich auf der **CD 24** RAAbits Englisch Berufliche Schulen. Zudem finden Sie hier alle Materialien im veränderbaren Word-Format, Zusatzmaterialien und differenzierende Materialien.

| 9./10. Stunde: In the marketing department – project work and role play | |
|---|--|
| Material | Verlauf |
| M 10 | Watch out! – Developing your own marketing strategy / im Rahmen einer Projektarbeit den Markt für Armbanduhren segmentieren und eine eigene Marketingstrategie entwickeln und präsentieren |
| <i>Stundenziel:</i> | Die Schüler wenden ihr erworbenes Wissen im Bereich „strategisches Marketing“ selbstständig an und erhalten dabei tiefere Einblicke in das Thema. Dabei trainieren sie thematischen Wortschatz und neu erworbenes Fachvokabular. |

Materialübersicht

1./2. Stunde Marketing strategies – how to achieve business growth

- M 1 (Ws) Marketing – an introduction
 M 2 (Tx) The Ansoff Matrix – identifying potential business growth
 M 3 (Ws) *Schaufelix Construction Equipment Ltd* – case study



3./4. Stunde Prices and products – how to set the right price

- M 4 (Tx) How much is this TV set? – Calculating the price
 M 5 (Ws) Pricing strategies – an overview

5./6. Stunde Price leadership – understanding and analysing the phenomenon

- M 6 (Ws) Price leaders in the petroleum industry – case study
 M 7 (Ws) How to achieve price leadership – presentation

7./8. Stunde Markets and consumers – how to define a target group

- M 8 (Ws) Who is buying my product? – Defining a target group
 M 9 (Ws) A trip to Australia – market segmentation



9./10. Stunde In the marketing department – project work

- M 10 (Rp) Watch out! – Developing your own marketing strategy

Vocabulary Marketing strategies (M 11)

Test Introduction to marketing (M 12)

Bedeutung der Abkürzungen

Tr: Transparency; Tx: Text; Ws: Worksheet; Rp: Role play

Minimalplan

Wenn Sie nur zwei Stunden zur Verfügung haben, können Sie die Schüler die Marketingstrategien in Gruppen erarbeiten und die Ergebnisse präsentieren lassen.

- | | |
|-------------------------------|--------------------|
| 1. Gruppe: Ansoff strategies | M 1 – M 3 |
| 2. Gruppe: Pricing strategies | M 4 – M 6 |
| 3. Gruppe: Segmentation | M 8 und M 9 |

Zusatzmaterialien auf der CD 24 bzw. in der ZIP.Datei

- M 3_Zusatz_transcript (Transcript zu *task 2, dialogues* 1–5)
 M 8_Zusatz_transcript (Transcript zu *task 1, dialogues* 1–6)



M 1 Marketing – an introduction

Marketing is more than advertising. Read this text and find out more about it.



Globalisation has brought the world closer together in the past two or three decades. Many companies can reach potential customers globally. However, the ability to easily access foreign markets has a downside – namely, facing an increased number of competitors¹.

The necessity to be profitable in these highly competitive times has generated more awareness² for well-planned marketing strategies contributing to the success of a business. Of course, there is more to it than a clever slogan or a funny commercial³. The marketing department analyses customers' behaviour and needs as well

as a firm's competitors in order to identify the best market for the company's products. Marketing has become part of a firm's various business activities⁴. Not only does it influence product's promotion but also its development and design as well as the sales and distribution⁵ strategies. When choosing the raw materials or the methods of production, the consumers' preferences have to be taken into account⁶. This is why product designers and sales people work closely with marketing managers. They consider the so-called "4 Ps" (product, price, place and promotion) of the marketing mix in order to develop a successful strategy. The aim of these strategies is to increase sales and profits by focusing on product characteristics, markets and competitors.



Task 1: Read the text carefully. Then decide whether the statements below are true or false.

| | true | false |
|--|--------------------------|--------------------------|
| a) Marketing is a synonym for advertising. | <input type="checkbox"/> | <input type="checkbox"/> |
| b) Globalisation increases the necessity for well-planned marketing. | <input type="checkbox"/> | <input type="checkbox"/> |
| c) Marketing is only carried out in the marketing department. | <input type="checkbox"/> | <input type="checkbox"/> |
| d) Marketing activities should take competitors into account. | <input type="checkbox"/> | <input type="checkbox"/> |

Task 2: Correct the false statements in full sentences. Use an additional sheet of paper if necessary.

Task 3: Name the three factors that marketing strategies focus on in order to increase sales and profits.

Vocabulary

1 **competitor**: der/die Konkurrent/-in – 2 **awareness**: das Bewusstsein – 3 **commercial**: der Werbespot – 4 **various business activities**: die unterschiedlichen Geschäftstätigkeiten – 5 **distribution**: der Vertrieb – 6 **to take sth. into account**: etw. in Betracht ziehen

M3 *Schaufelix Construction Equipment Ltd* – case study

Use this fictional newspaper article in order to apply the Ansoff Matrix to the German company *Schaufelix*.

Schaufelix plans to grow its market share by 200% in North America

After having lost momentum¹ in the past years, the North American construction sector² is growing again. Germany-based equipment maker *Schaufelix* who is famous for its excavators³ sees a chance for its business to grow overseas by introducing their full range of excavators along with accessories⁴ at the CONEXPO 2017.



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"There is much money to be earned on the North American market, that's why we definitely want to expand our business to the United States and Canada. Market research shows that we have a number of potential customers who currently⁵ buy their machines from our competitors because there are only very few dealers⁶ in the U.S. that sell some of our products" said Thomas Kruger, president of *Schaufelix Construction Equipment Ltd* at a trade press held July 12 in Charlotte News, NC. "At the moment, we are trying to close deals with a number of vendors⁷ who will offer the full range of our products in the near future," he added, predicting⁷ that "we might increase our market share by 200% in the next five to seven years."

Schaufelix offers a wide range of excavators and accessories such as shovels⁸, hydraulic hammers⁹ and drills¹⁰ in Europe, but has only brought a limited range of its machines to the U.S. market. "We haven't seen the potential of the North American market so far," says Henry Foreman, general manager. "But as we offer very reliable high-quality machines, we think that we'll be able to convince¹¹ U.S. and Canadian customers of our products."

Task 1: Read the article carefully and answer the following questions.

- Why does *Schaufelix* want to expand its business to the USA and Canada?
- Identify and explain which marketing strategy *Schaufelix* plans to use in the near future.
- If *Schaufelix* had chosen the market penetration strategy, what would they have had to do? How could the company grow its market share with this strategy? Explain.
- If you were to decide how *Schaufelix* should try to grow its market share, which measures would you take? Give reasons.

Task 2: Listen to the dialogues and find out for each situation which strategy from the Ansoff Matrix the business people are considering. Make a table like in the example below, note down the strategy and give a reason for your decision.

| Dialogue | Ansoff Strategy |
|----------|----------------------|
| 1 | Strategy: Reason: |

Vocabulary

1 **to lose momentum**: an Schwung verlieren – 2 **construction sector**: das Baugewerbe – 3 **excavator**: der Bagger – 4 **accessories**: hier: die Zubehörteile – 5 **currently**: derzeit – 6 **dealer**: der/die Händler/in – 7 **vendor**: der/die Verkäufer/in – 8 **shovel**: hier: die Baggerschaufel – 9 **hydraulic hammer**: hier: hydraulische Hammerwerke für Bagger – 10 **drill**: hier: der Bohrer für Bagger – 11 **to convince so.:** jmdn. überzeugen



M 5 Pricing strategies – an overview

Define the most important pricing strategies.

| | Pricing strategy | Definition |
|---|-----------------------|---|
| 1 | Cost-based pricing | (a) A price might seem lower than it actually is, e. g. €1.99 is rather associated with spending €1.00 than €2.00. On the contrary, customers might consider a product with a higher price to be of higher quality than it actually is. |
| 2 | Penetration pricing | (b) A price reduction at different times of the year (e. g. summer sales) or for specific customers, who buy large quantities of a product, for instance. |
| 3 | Market skimming | (c) Costs are allocated to a product and a profit margin is added. |
| 4 | Loss leaders | (d) Different groups of consumers are charged different prices or the prices depend on business peaks. |
| 5 | Psychological pricing | (e) Certain products are sold at a very low price, under their actual costs, in order to animate customers to additionally buy other high-profit products. |
| 6 | Price discrimination | (f) A new product is sold at a low price. |
| 7 | Discounts and sales | (g) A product is placed on the market at a high price which is then gradually decreased. Thus, consumers have to be willing to pay a high price at the beginning. |

The cost-based pricing strategy

Use the cost-based pricing strategy in order to set the price for a new mobile phone.

Situation: You want to use the cost-based pricing strategy in order to find an appropriate selling price (in £) for a new mobile phone which is to be placed on the GB market by your company. Production costs for one piece are £200.00. Allocated administration, marketing, and advertising costs combined are £50.00 per phone. Market research found that there are approximately 30,000 customers interested in such a phone on the GB market.



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Tasks

- Read the text "How much is this TV set?" and match the seven terms above with their correct definitions as shown in the example.
- Read about the cost-based pricing strategy in the info box above and work on the exercises.
 - Find a selling price for the phone that includes a profit margin of 20%. How did you calculate it?
 - Although there is much competition on the GB mobile phone market, all competitors sell comparable phones for about £400. With this information in mind, would you change the selling price you calculated? Answer and explain.
 - You want to use the price discrimination strategy in order to sell this product. How could you do this? Name two examples.
 - If you had to decide, how many mobile phones would you have produced? Give reasons!

Who is buying my product? – Defining a target group

M 8

Defining target groups is important in order to advertise¹ the right product to the right customers.

At the car dealership²

Task 1: Listen to the sales conversations at a car dealership. Write down the target group for each product and outline the segmentation of the groups (e. g. income, age, region, ...).

| Car | Target group | Segmentation by |
|------------|--------------|-----------------|
| Rammer: | | |
| Micron: | | |
| Spacestar: | | |
| Vitala: | | |
| Lantara: | | |
| Buga: | | |



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CD 24;
Track 2

Market segmentation



The new *VeloCity* motorcycle was designed to be fast, very fast. It even looks fast on its stand³ in the garage. The crucial question is who is it designed for?

The idea to design products just for one group of people is not new. It's important for car dealers to know who buys their products and what these customers' needs are. The target group for the *VeloCity* are young males who are looking for fast motorcycles in order to express their lifestyle. Other examples include cars designed specifically for elderly women, professional journals⁴ addressing educated people or luxury watches for people with a high

income. Defining and dividing a heterogeneous market into clear-cut homogeneous segments is called "market segmentation". There are various criteria for this subdivision, such as geographical features, gender, lifestyle, political preferences, religion, social class, marital status⁵ or occupation⁶. Each segment consists of customers with similar needs, demands and expectations⁷. The aim is to develop suitable strategies for each segment in order to market⁸ the product most effectively. Furthermore, market segmentation is important when a firm wants to design a product for a specific target group. In both cases, the long-term goal is to meet the consumers' needs, increase sales figures and maximise profit.

Task 2

- How do you think companies define target groups and segment the market for their products? Brainstorm with a partner and write down your notes.
- Get together with a partner and pick two things both of you have, e. g. your phone, your laptop, your sneakers, etc. Discuss which market segment these products were designed for and targeted at? Explain your decision.
- Together with your partner, think of products that were developed for the market segments listed below. *Example: The McDonald's Happy Meal is targeted at children.*
 - Families
 - Students
 - Business people
 - Japanese vs European consumers

Vocabulary

1 to advertise: für etwas werben – 2 car dealership: der Autohändler – 3 motorcycle stand: der Motorradständer – 4 professional journal: die Fachzeitschrift – 5 marital status: der Familienstand – 6 occupation: der Beruf – 7 expectation: die Erwartung – 8 to market: vermarkten

Watch out! – Developing your own marketing strategy

M 10

Learn about the large European market for watches and develop your own marketing strategy.

Situation: Watches are rarely bought in order to simply tell time these days. They are accessories, collectables, fitness trackers or status symbols. Smart watches are an entirely new generation of watches – smartphones worn on our wrists. In other words, there is an enormous market for watches with various target groups and potential customers. You and your fellow students want to take advantage of this situation. You saved enough money in order to start your own small firm. You've already found a production facility and wrote a business plan. What you're missing is a marketing strategy in order to promote and sell your product, which you are going to help develop as part of the marketing team.



Task: Form groups of six. Each group member takes a role card. As a marketing team, develop a suitable strategy for your business. Follow these steps:

- 1. Market research:** What is on the market in Europe? Which customer segments are there? Is there a niche for your product?
- 2. Market segmentation:** What is your target group? Which demands and needs do your potential customers have? How can your firm/product satisfy these needs and expectations?
- 3. Marketing mix:** What are the characteristics of your product? What is the price for your product? Where are you going to sell and distribute it? How are you going to advertise and promote it?
- 4. Ansoff Matrix:** Based on your previous considerations, decide which of the four Ansoff strategies (market development, market penetration, product development, diversification strategy) you are going to pick for your firm. Explain why.



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After you've developed the strategy, prepare a presentation for the rest of your class. Make sure that each team member presents at least one aspect of the marketing strategy. Your classmates take notes and give feedback. Is your firm going to be successful?

Role cards

| | | |
|--|---|--|
| <p>Head of Marketing</p> <ul style="list-style-type: none"> • coordinates the team • makes the overall strategic decisions based on all internal and external factors (e. g. situation on the market and within the firm) | <p>Sales Manager</p> <ul style="list-style-type: none"> • decides and plans where the product is sold and how it is distributed | <p>Promotions Manager</p> <ul style="list-style-type: none"> • identifies how the target group can be reached best • decides where and how the product is advertised most effectively to increase sales |
| <p>Product Designer</p> <ul style="list-style-type: none"> • designs a new product or modifies an existing one based on the target group's needs and expectations • gives details on the products' features and characteristics | <p>Marketing Manager in charge of pricing</p> <ul style="list-style-type: none"> • decides on the best suitable pricing strategy • calculates and sets the price | <p>Marketing Assistant</p> <ul style="list-style-type: none"> • works closely with the Head of Marketing • responsible for market research and segmentation • defines the target group and characteristics of existing and potential customers |