

# ISTITUTO TECNICO COMMERCIALE

## PARITARIO "L. MARGHERITA"

GIÀ LEGALMENTE RICONOSCIUTO D.A. N. 1172 DEL 23/07/1981  
PARITÀ CON D.A.n.1059 DEL 13/12/02 - D.C.S.A. n.2382/c18 DEL 29/1/03  
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### UNITA' DI APPRENDIMENTO CLIL

#### Disciplina: Economia aziendale

SCHEDA DI PROGETTAZIONE					
<b>Denominazione</b>	<b>Marketing Mix (4PS)</b>				
<b>Docenti coinvolti</b>	Prof.ssa Giuliana Sorce (Ec. aziendale) Prof.ssa Gaetana Lo Porto (Ec. aziendale) Prof.ssa Martina Marraffa (L. inglese) Prof.ssa Margherita Maria Napoli (L. inglese)				
<b>Obiettivi</b>	Obiettivi disciplinari: <ul style="list-style-type: none"> <li>Essere in grado di conoscere, individuare ed utilizzare gli strumenti del marketing mix in differenti casi e contesti (prodotto, prezzo, distribuzione e pubblicità)</li> </ul> Obiettivi L2: <ul style="list-style-type: none"> <li>Conoscenza del lessico specifico d'ambito economico.</li> <li>Saper leggere articoli inerenti all'argomento trattato sintetizzandoli in un linguaggio semplice, ma formalmente corretto, evidenziando i punti nodali del discorso.</li> <li>Saper elaborare in modo semplice ma sostanzialmente corretto dalle informazioni acquisite opportune strategie per il management aziendale in merito a scelte operative inerenti alle politiche di marketing.</li> </ul>				
	<table border="1"> <thead> <tr> <th>Abilità</th> <th>Conoscenze</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> <li>Individuare e applicare in contesti adeguati gli strumenti di supporto alla programmazione di marketing operativo.</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>Gli strumenti e le caratteristiche del marketing mix.</li> <li>Il prezzo</li> <li>Il prodotto</li> <li>La distribuzione</li> <li>La pubblicità</li> </ul> </td> </tr> </tbody> </table>	Abilità	Conoscenze	<ul style="list-style-type: none"> <li>Individuare e applicare in contesti adeguati gli strumenti di supporto alla programmazione di marketing operativo.</li> </ul>	<ul style="list-style-type: none"> <li>Gli strumenti e le caratteristiche del marketing mix.</li> <li>Il prezzo</li> <li>Il prodotto</li> <li>La distribuzione</li> <li>La pubblicità</li> </ul>
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<b>Utenti destinatari</b>	Studenti classe 5 A Indirizzo A.F.M Studenti classe 5 C Indirizzo S.I.A.				
<b>Prerequisiti</b>	Economia aziendale: <ul style="list-style-type: none"> <li>La funzione marketing - mission aziendale</li> <li>L'analisi di mercato - analisi SWOT</li> <li>Marketing strategico - segmentazione, posizionamento e strategie di marketing</li> </ul> Inglese: <ul style="list-style-type: none"> <li>Gli studenti possiedono una competenza linguistica intermedia tra il livello B1 e il B2 del QCER</li> </ul>				

SCHEDA DI PROGETTAZIONE	
<b>Fase di applicazione</b>	<ul style="list-style-type: none"><li>• Fase 1: Getting in tune with the topic (1 h) -</li><li>• Fase 2: Marketing mix - Business theory (2 h)</li><li>• Fase 3: Marketing Exercises, Role play and Summary (2h)</li><li>• Fase 4: Marketing Images (1h)</li><li>• Fase 5: Self-Assessment (1h)</li></ul>
<b>Tempi</b>	7 ore
<b>Metodologia</b>	<ul style="list-style-type: none"><li>• Individual work.</li><li>• Pair work.</li><li>• Group work.</li><li>• Cooperative learning.</li><li>• Active learning.</li><li>• Problem solving.</li><li>• Role playing.</li><li>• Brainstorming.</li></ul>
<b>Strumenti</b>	<ul style="list-style-type: none"><li>• Ambienti di apprendimento: Laboratorio di informatica - Aula con LIM</li><li>• Materiali didattizzati dai docenti</li><li>• Materiali autentici raccolti e selezionati dal docente</li><li>• Riferimenti bibliografici:<ul style="list-style-type: none"><li>- Brani tratti da "Gaia Ierace, Paula Grisdale, <i>Down to Business</i> - Loescher Editore, 2016"</li><li>- <a href="https://5minutidinglese.it/the-marketing-mix/">https://5minutidinglese.it/the-marketing-mix/</a></li></ul></li></ul>
<b>Prodotto</b>	<ul style="list-style-type: none"><li>• Creazione di un glossario relativo al marketing in L2</li></ul>
<b>Valutazione</b>	<ul style="list-style-type: none"><li>• Schede di autovalutazione/riflessione studente</li><li>• Schede osservative a cura del docente</li></ul>

Materiale e fasi di lavoro

FASE 1 - GETTING IN TUNE WITH THE TOPIC

1A) What is the meaning of the words listed below? Use your smartphone to look them up on the net and write their definitions in your notebook.

- 1. differentiation;
- 2. branding;
- 3. pricing strategy;
- 4. segmentation;
- 5. positioning;
- 6. penetration pricing;
- 7. product;
- 8. place;
- 9. promotion;
- 10. price;
- 11. loss leader.

1B) Watch the video at this link <https://www.youtube.com/watch?v=sX5V-Ys98Q> to check the meaning of the words of the exercise 1A.

1C) In pairs match the English words with their Italian equivalents.

1. To refine	a. Vitale, essenziale	1. To define	a. Tangibile
2. Marketability	b. Fondamentale	2. Objective	b. Definire
3. Item	c. Elencare dettagliatamente	3. Superficial assessment	c. Essere impegnato
4. To fulfil	d. Riconoscimento di un marchio	4. Revenue	d. Assicurare
5. As promised	e. Consegnare	5. Accessibility	e. Essere di fronte a
6. Competitor	f. Struttura	6. To ensure	f. Questione, problema
7. Vital	g. Differenziare	7. To be distributed	g. Obiettivo
8. Brand recognition	h. Compiere	8. To be faced with	h. Mescolanza
9. Brand loyalty	i. Concorrente	9. Issue	i. Attrezzi promozionali
10. Fundamental	j. Come promesso	10. To involve	j. Componente
11. Demand	k. Cortesia, gentilezza	11. Blend	k. Incentivare
12. To differentiate	l. Procedura di gestione	12. Promotional tools	l. Coinvolgere
13. To detail	m. Essere sostenuto	13. Component	m. Essere incluso/incorporato
14. Framework	n. Costante	14. To boost	n. Prova
15. To deliver	o. Posizione, posto	15. Comprehensive	o. Essere distribuito
16. Courtesy	p. Fedeltà a un marchio	16. To be associated with	p. Esauriente, esteso, dettagliato
17. Operating procedure	q. Articolo	17. Aspect	q. Essere collegato con
18. To be underpinned	r. Misurabile	18. To be engaged	r. Aspetto
19. Consistent	s. Richiesta, domanda	19. Evidence	s. Valutazione superficiale
20. Positioning	t. Perfezionare	20. Tangible	t. Accessibilità
21. Measurable	u. Commerciabilità	21. To comprise of	u. Reddito

**1D) Match the words (1-10) with the definitions (a-j), then check with a partner.**

1. Marketing	a. Materials used to wrap or protect goods for distribution, storage, sale, and use.
2. Packaging	b. An article you can touch or a service you can offer which is sold to your customers.
3. Placement	c. The reason or the goal or the objective; what you are trying to accomplish.
4. Premium	d. Promotional items that are linked to a product and that often require box tops or other proof of purchase plus shipping and handling payment in order to acquire them.
5. Price	e. The promotion of a favourable image between a business and the public.
6. Product	f. Meeting a need with words or actions instead of tangible products.
7. Promotion	g. The process of communicating the value of a product or service to customers.
8. Public relations	h. The amount of money that a product or service will be bought or sold for.
9. Purpose	i. The way in which you are going to advertise your product or service.
10. Service	j. Where you sell your products; the stores or the location in a store.

**FASE 2 - MARKETING MIX: BUSINESS THEORY**

**2A) In pairs read this text about the marketing mix and answer the open questions below.**

The marketing mix consists of four elements that make up a company's marketing plan. These are also known as the four Ps: product, price, place and promotion. These variables are intertwined<sup>1</sup>: if one changes, the others will change too. Let's say a company produces low-quality shirts – the product. Because this is a low-quality shirt, it will be cheap. It will be sold in supermarkets and even the promotional strategies, the ways chosen to advertise the product, will have a low budget. But if one variable changes – let's say the company decides to produce elegant upmarket<sup>2</sup> clothes – this decision will have a tremendous impact on the other three variables. The price will change and the point of sale will change – it will probably be a designer shop and, of course, the company will invest more money in advertising the product. When these variables are combined in the best way, the company has reached what is called APPEAL, an acronym that stands for:



- Assess<sup>3</sup>** the needs of customers;
- Produce** the right product or service;
- Price** the product or service in a successful way;
- Ensure** a high-quality product/service;
- Advertise** and promote the product/service in an effective way;
- Launch** an efficient distribution system.

<b>Glossary</b>
<sup>1</sup> closely linked or connected
<sup>2</sup> luxury
<sup>3</sup> evaluate

- 1) How many elements does the marketing mix consist of?
- 2) What are the elements that make up the marketing mix?
- 3) What is the product the text is talking about?
- 4) What are the features of the product described in the text?
- 5) In which sales context will the product be sold at a "low budget"?
- 6) Why will the product be sold at a higher price in the second hypothesis?
- 7) What is meant by APPEAL?

**2B) Read this text about the 4 Ps and answer the open questions below. Then check your answers with a classmate.**

**1. Product** – The company decides the colour of the product, the brand name, packaging and warranty. The company is also in charge<sup>1</sup> of the development and launch of a product. Everyday many products are launched on the market. Some are successful and have a long life, others are a failure and are withdrawn<sup>2</sup> from the market.

**2. Price** – The company has to set<sup>3</sup> a price for the product. The decision on how much the item is going to cost depends on the quality. The image is also important: trendy items, such as high-tech mobile phones, can cost more than an old-fashioned TV set. Everything considered, the price has to be fair if we want consumers to buy the item. The price also depends on the demand and on the cost of production.

**3. Place** – It is very important to make a product accessible to consumers. This implies having an efficient distribution channel. You have different options: the manufacturer can sell directly to the consumer using e-commerce, for instance. He could have a website to display his products, offer a safe online payment and an efficient express delivery. On the other hand, a manufacturer may choose to have intermediaries, such as wholesalers<sup>4</sup> and retailers<sup>5</sup>. To distribute goods, you can use different means of transport, such as plane, train, lorry, boat, ship and van. Packaging is also important to protect the product during transport preventing breaking and health problems (if we carry chemicals, for instance).

**4. Promotion** – Through promotion, companies get in touch with their potential customers. They provide information about the product with a detailed label on the packaging. They also find ways to make the product known. There are different strategies they can use: outdoor advertising, posters on buses, in the underground or railway station, ads on TV, radio, in newspapers, magazines and the yellow pages. They can also use telephone sales and direct mailing, such as letters and brochures. Another way is to sponsor sports events as football matches or car races. Sales promotions are a good strategy, too. They can offer discounts on some items in certain periods or give discount cards to customers.

**Glossary**

- <sup>1</sup> responsible for
- <sup>2</sup> removed
- <sup>3</sup> choose
- <sup>4</sup> a person or company that sells goods in large quantities to other companies or stores
- <sup>5</sup> a person or a company that sells goods to the final consumers

- 1) What features of a product can marketing policies act on?
- 2) What elements define the price of a product?
- 3) What are the options to place a product on the market?
- 4) What are the main techniques to promote a product?

**FASE 3 - EXERCISES, ROLE PLAY AND SUMMARY**

**3A) Match the words 1-9 with their synonyms a-i. Write the matching in the table below. Then check your answers with a partner.**

1	2	3	4	5	6	7	8	9

1. intertwined	a. to be responsible for
2. to choose	b. linked
3. to assess	c. honest
4. to ensure	d. to select
5. warranty	e. to evaluate
6. growth	f. to make sure
7. to set a price	g. development
8. fair	h. guarantee
9. to be in charge of	i. to establish a price

**3B) Work in pairs. Read the following text and do the exercises listed below.**

You have just joined a management team that is making decisions about the operational marketing policy of a shoe store chain. On the desk of your new office, you find some notes taken by a manager who has just retired.

- **Student A: read carefully the notes “decisions” written by the manager before retiring.**

**Decisions**

1. I'll check the wholesale shops and make sure they send the goods to retailers within a week of the order. I'll try to improve the distribution system with the help of a new software for managing orders.
2. I'll send my clients a monthly newsletter to advertise what's new in the shops – the latest arrivals – and I'll hire more quality control experts.
3. I'll get in touch with an advertising agency to design a new advertising campaign for my sneakers.
4. I'll write a market research questionnaire to enquire about my customers' satisfaction in order to create a suitable product.
5. I'll compare the prices of my competitors and adjust my prices accordingly.
6. I'll look at the best products and services of the year and I will be inspired by them.

- Student B: read the notes “marketing variables” written by the manager before retiring.

Marketing variables
a. assess the needs of the customers b. produce the right product or service c. price the product or service successfully d. ensure a high quality of product or service e. advertise the product effectively f. launch an efficient distribution system

- Using your own words, tell each other the notes you have, and match each “decision” with the corresponding “marketing variable”. Write the combination in your notebook.
- Draw a picture that represents each matching.

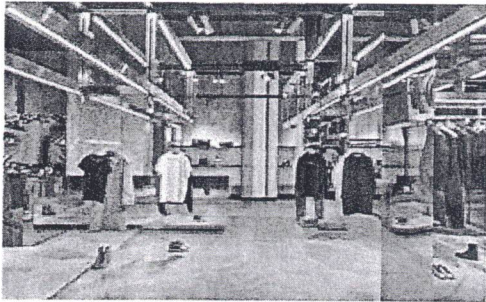
3C) With a partner read the following summary about what you have learnt in these lessons and fill in the blanks with the words in the box.

produce – packaging – four Ps – retailers – warranty – e-commerce – on buses – advertise – discounts – place – promotion – production – APPEAL – consumers – plane – known – quality – sale

The marketing mix consists of four key elements known as the (1) ....., which are: product, price, (2)..... and (3) ..... Each variable influences the others. For example, if a company chooses to produce a cheap product, the (4).....will also be low and even the place where the product is distributed will be a supermarket and not an elegant, exclusive point of (5)..... . When these variables are combined in the best way, the company will have reached the so-called (6).....A stands for “assess” the needs of customers. P is short for (7) “.....” the right product or service. P is the abbreviation of “price” the product successfully. E stands for “ensure” a high quality of product or service. A means (8) “.....” and promote the product or service effectively. L stands for “launch” an efficient distribution system. When you deal with a product you have to make important decisions about its features, what it looks like, the brand name, (9)..... and (10)..... . To set the price you have to consider that it has to be fair for what you offer. The price also depends on the demand and the cost of (11)..... . Place deals with how accessible to (12) ..... the product is. The manufacturer can sell his/her items directly to consumers using (13).....or can use intermediaries such as wholesalers and (14)..... . Goods can be distributed using different means of transport such as (15)....., trains, lorry, boat, ship and van. Promotion implies finding ways to make the product (16) ..... using various forms of advertising such as posters (17)....., ads on the radio, TV, in newspapers, magazines and yellow pages. Sales promotions are also a good strategy as they can offer (18).....to customers and make the product more appealing.

FASE 4 - MARKETING IMAGES

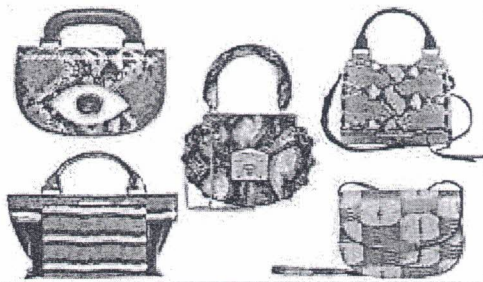
4A) Look at the pictures and match them with the correct marketing mix variable (product, price, place, promotion). Check the exercises with your classmates.



- price
- place
- product
- promotion



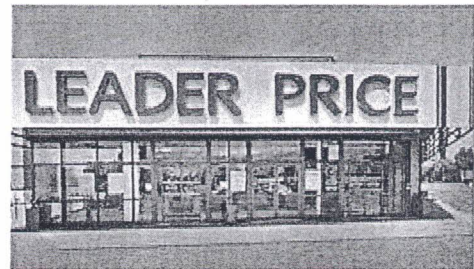
- price
- place
- product
- promotion



- price
- place
- product
- promotion



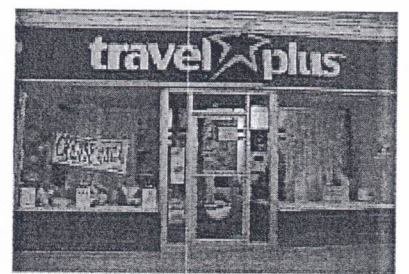
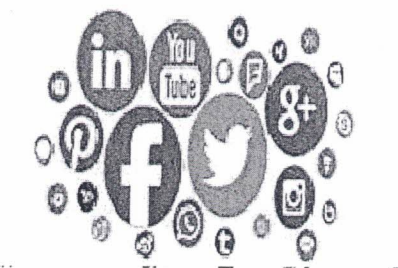
- price
- place
- product
- promotion





4B) Work in groups of four students and follow these instructions.

- Students A and B: describe the pictures below without saying what they represent (for example, if a picture shows a dress, you have to describe the features and function of the garment without naming it).



- Students C and D: guess what the pictures represent and place them inside the 4 Ps.

The winning team is the one that guesses all the pictures first.

### FASE 5 – SELF ASSESSMENT

5A) At the end of each lesson answer these questions.

1. What have you learnt today?
2. I have done my best in
  - Y doing activities
  - Y communicating
  - Y in social relationships
3. I have to improve:
  - Y the way I work
  - Y the use of the English language
  - Y interpersonal relationships
4. How can you improve...
  - the way you work?
  - the use of the English language?
  - your social relationship?

**5B) Al termine di questa unità di apprendimento, esprimi brevemente le tue considerazioni in merito ai punti seguenti.**

- a. Il percorso generale dell'attività CLIL proposta dall'insegnante.
- b. Le difficoltà che hai dovuto affrontare e come le hai risolte.
- c. Cosa hai appreso da questa unità.
- d. Cosa devi approfondire per comprendere appieno l'argomento.
- e. Come valuti il lavoro da te svolto (punti di forza e di debolezza).