



The Role of Marketing

Warm-up

Brainstorm all associations and activities connecting with marketing. Then try to think about categories how to divide your ideas.

Students can brainstorm their ideas in groups and then categorize them. The other possibility is to let students brainstorm individually or in pairs and then join them to bigger groups to categorize the ideas.

Definition of marketing

Watch the video and answer the questions. <https://www.youtube.com/watch?v=i1xz5Kv-7VY>

Which marketing activities do companies do? – public relations, sales promotion, advertising, social media, pricing, distribution, ...

What is the function of marketing? – communicate, deliver, create value for the customer

What are the four elements of marketing? – product, place, price, promotion

What is the definition of marketing? – a philosophy whose main focus is providing customer satisfaction ... the activity, set of functions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large.

It is useful to discuss the terms from the video and give examples so that students understand the definition and ideas from the video.

Groupwork

Fill in the ideas to the following topics. Use examples from everyday life. Present your ideas to your classmates.

Positive role of marketing customers	Positive role of marketing companies	Negative role of marketing



Summary

Summary is created with the method “diamond”, which helps the students to think about the topic from more than one point of view.

The structure of the method:

1 word	Topic	Positive point of view
2 words	Positive characteristics of the topic - adjectives	
3 words	Positive activities - gerunds	
4 words	Positive sentence about the topic	
4 words	Negative sentence about the topic	Negative point of view
3 words	Negative activities - gerunds	
2 words	Negative characteristics of the topic - adjectives	
1 word	Summary, synonym, or metaphor of the topic	

It is possible to do this activity in pairs or groups. The students can present their “diamonds” to the class or write them on a small piece of paper and pin them to a pinboard so the other members of the class can read them.

In pairs try to characterise marketing to this structure.

Topic:

2 positive adjectives:

3 positive activities:

1 positive sentence:

1 negative sentence:

3 negative activities:

2 negative adjectives:

Summary:



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Resources:

SMITH, Alison. *Best commercial practice*. 2 edition. Recanati: ELI, 2016. ISBN 978-536-1559-6.

Introduction to marketing. *YouTube* [online]. Mountain View, USA: Study.com, 2014 [cit. 2023-02-17]. Dostupné z: <https://www.youtube.com/watch?v=i1xz5Kv-7VY>