

Lesson Plan – The Marketing Concept

Course Title: Marketing

Session Title: The Marketing Concept

Performance Objective:

- Upon completion of this lesson, the student will define the marketing concept.

Specific Objectives:

- Students will define customer satisfaction as the central theme for the marketing concept.
- Students will explain how to identify the market and develop a marketing mix.

Preparation

TEKS Correlations:

This lesson, as published, correlates to the following TEKS. Any changes/alterations to the activities may result in the elimination of any or all of the TEKS listed.

- **124.32(c)(4)(B)**
...describe the importance of marketing strategies in the marketing mix.
- **124.32 (c) (5) (A)(C)**
...explain the importance of target markets.
...distinguish among geographic, demographic, psychographic, and behavioral segmentation.
- **124.32 (c) (31) (A) (B)**
...identify employee actions that result in customer satisfaction.
...identify employee attitudes that result in customer satisfaction.

Interdisciplinary Correlations:

English:

110.42(b)(6)(A) – Vocabulary Development

...expand vocabulary through wide reading, listening, and discussing.

110.42(b)(6)(B) – Vocabulary Development

...rely on context to determine meanings of words and phrases such as figurative language, idioms, multiple meaning words, and technical vocabulary.

110.42(b)(7)(F) – Reading/comprehension

...identify main ideas and their supporting details.

110.42(b)(7)(G) – Reading/comprehension

...summarize texts.

110.42(b)(7)(J) – Reading/comprehension

...read silently with comprehension for a sustained period of time.

Accommodations for Learning Differences:

For ED, ESL, LD, Special Ed, at Risk, 504, etc. allow the following:

1. Allow students less than best responses to vocabulary and assignment sheets.
2. Allow students more errors on research and PowerPoint presentations.

Teacher Preparation:**References:**

1. Marketing, Third Edition, James L. Burrow, Southwestern Cengage Learning
2. Marketing Essentials, McGraw Hill
3. USA Today and local newspapers

Instructional Aids:

1. Understanding the Marketing Concept PowerPoint presentation
2. Customer Satisfaction Group Project
3. Project Runway Assignment
4. Customer Satisfaction and Project Runway Rubric
5. Internet
6. Guest speaker(s) from the local community to explain great customer service

Materials Needed:

1. Construction paper
2. Scissors and glue
3. Poster Board

Equipment Needed::

1. Computers for students to complete projects.
2. Projector for PPT

Learner Preparation:

1. Students write about three excellent customer service experiences and three customer service experiences that were negative for them. This information will be used for class discussion.
2. Students make a list of positive characteristics that keep them coming back to a business. This list will be shared in class to develop a reference guide for superior customer service.

Lesson Plan**Introduction (LSI Quadrant I):**

1. List the four parts of the marketing mix. Then have students list the marketing mix for a product or service that they have purchased.
2. Introduce students to the concept of marketing a response to consumers' desires by asking each student to write suggestions for improving the operation of their favorite restaurant, clothing store, or gas station. Divide the class into groups to complete this project. Each group will develop a three- or four-slide PowerPoint presentation to summarize their suggestions for improving customer service. The

presentations should be good enough to actually present to the businesses for consideration.

3. Write “You never get a second chance to make a first impression” on the board and ask students what they think the expression means. How does the image of a company affect its success or failure in the marketplace? Ask students to discuss the importance of creating an appropriate personal image by the way they dress and speak and their personal grooming.



Important Terms for this Lesson:



- marketing concept-using the needs of customers as the primary focus during the planning, production, pricing, distribution, and promotion of a product or service
- market-a description of a unique group of prospective customers a business wants to serve and their location
- marketing mix-the blending of four marketing elements—product, distribution, price, and promotion—by the business
- product-anything offered to a market by the business to satisfy needs, including physical products, services, and ideas
- distribution-places or locations and methods used to make the product available to customers
- price-the amount that customers pay and the methods of increasing the value of the product to the customers
- promotion-includes the methods used and information communicated to encourage customers to purchase and to increase their satisfaction

Outline










Outline (LSI Quadrant II):

Instructors can use the PowerPoint presentation, slides, handouts, current events, the Internet, and note pages in conjunction with the following outline.

MI	Outline	Notes to Instructor
 	<p>I. The Marketing Concept</p> <p>A. Satisfying customers’ needs is the primary focus</p> <p>B. Increased standard of living resulted in more money for consumers to spend</p> <p>C. Improved production resulted in more competition</p> <p>D. More competition means more choices for consumers</p> <p>E. Not understanding customers needs before stocking shelves with merchandise will result in cutting prices, increasing advertising, and suffering a loss</p>	<p>A/B. Ask students for examples of products for which the price has decreased but the number of features or benefits has increased. Examples might include computers and calculators.</p> <p>C/D Ask students how competition</p>

		<p>benefits consumers and the competing businesses.</p> <p>E. Ask students to explain the relationship between <i>customer satisfaction, marketing, and profit</i>. What is the best formula for customer satisfaction and maximum profit?</p> <p>Ask students to explain the automobile rebate used to clear inventory. What are the unintended side effects caused by the rebates?</p>
 	<p>II. Implementing the Marketing Concept</p> <p>A. Identify the market</p> <p>B. Develop a marketing mix</p> <ol style="list-style-type: none"> 1. that meets the needs of the market 2. that the business can provide profitably 3. that has the best combination of product, price, distribution, and promotion 	<p>A/B Henry Ford offered the Model-T in one color (black). Ask students to explain how the automobile industry has become more receptive to the needs of consumers. Ask students to develop a list of all the options available on a new automobile to satisfy needs.</p>

			<p>Ask students to compare and contrast commercials for two different automobile manufacturers. Describe the markets being targeted for each commercial. What are the key features being emphasized to attract customer attention?</p> <p>Ask students to bring to class two magazine, Internet, or newspaper advertisements for different brands of comparable products. Students must compare the similarities and differences of the markets their advertisers seem to have identified and the marketing mixes they have developed to appeal to those markets. Ask which marketing strategy they think is more effective. Why?</p>
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Copy and paste Multiple Intelligences Graphic in appropriate place in left column.								
								
Verbal Linguistic	Logical Mathematical	Visual Spatial	Musical Rhythmic	Bodily Kinesthetic	Intra- personal	Inter- personal	Naturalist	Existentialist

Application

Guided Practice (LSI Quadrant III): The teacher will give students an example of a real business (Steve and Barry’s) that has been successful in applying the marketing concept (video obtained from ABC Nightline). Students must then describe the two-step process Steve and Barry’s used to implement the marketing concept—identifying the market and developing a marketing mix. (to obtain the video information Google: Steve Barry’s Nightline) Chic is Cheap at Steve and Barry’s.

Independent Practice (LSI Quadrant III):

1. Students will conduct research to learn about customer satisfaction. Then students will define customer satisfaction by using actual goods and services with high approval ratings. Students will write a report to explain how customer service impacts ratings for goods/services. Use the Customer Satisfaction Group Project.
2. Break the class into groups of three or four students. Each group must develop a “Top Ten” list for customer service for a selected business. The “Top Ten” list should serve as the guide for the section on customer service in an employee handbook. Each group will have to present and explain their customer service strategy with a written report.
3. Project Runway Assignment—see the attached documents for assignment directions and Customer Satisfaction and Runway Project Rubric for evaluation.

Summary

Review (LSI Quadrants I and IV):

Q: True/False Marketing has always been viewed as an important part of business.

A: False

Q: What is the marketing concept?

A: using the needs of customers as the primary focus during the planning, production, pricing, distribution, and promotion of a product or service

Q: What was the primary focus of businesses in the early 1900s?

A: production

Q: What are the four elements of the marketing mix?

A: product, price, promotion, distribution

Evaluation

Informal Assessment (LSI Quadrant III): Students will be required to take notes about the success of Steve and Barry’s. The notes will be used to explain how Steve and

Barry's identified the marketing and then developed a successful marketing strategy. Students notes about Steve and Barry's will be evaluated for completeness. Students will also be evaluated for how well they incorporate the notes into the two phases for the marketing concept.

Formal Assessment (LSI Quadrant III, IV):

The "Top Ten" Customer Satisfaction list and report will be evaluated using Customer Satisfaction and Project Runway Rubric. The Project Runway Assignment will be evaluated using Customer Satisfaction and Project Runway Rubric.

Extension/Enrichment (LSI Quadrant IV):

1. Follow-up and customer feedback are extremely important for establishing and maintaining strong customer relationships. Students must explain after-sale follow-up, recognition and special services, incentives, buzz marketing, product seeing, and conversation creation in a presentation that includes role plays. Students must explain the importance of maintaining long-term customer relationships.
2. Students will create a poster that emphasizes their professional personal image. The poster should include the appropriate clothing, personal care and appearance, language and voice tone, and business etiquette.

Project Runway Assignment

Name_____

Part One: Dress for Success Poster

Using internet, magazines, or newspapers; students need to prepare a Dress for Success Poster for business and business casual for both males and females.

Part Two: Etiquette Presentation

Students are to research books, magazines, and the internet to research business etiquette. Information needs to be presented to the class emphasizing a minimum of 10 major points.

Customer Satisfaction Group Project

Name _____

Name _____

Customer satisfaction results in repeat business. Some businesses are noted for top quality products and services while other businesses struggle.

Student teams will first complete the chart for What Top Businesses Do to Achieve Customer Satisfaction. Then the teams will research customer satisfaction and what the top businesses are doing to achieve customer satisfaction. Students teams will conduct research, develop a “Top Ten List for Customer Satisfaction,” and write a report about customer satisfaction strategies for the most successful businesses.

Complete the following chart about what top businesses do to achieve customer satisfaction.

Rank the best businesses for each of the following categories.

Best for Customer Service

Type of Business	Explain the Business’s Exceptional Customer Service
Hotel	
Department Store	
Full-Service Restaurant	
Fast Food Restaurant	
Amusement Park	
Automobile Sales Business	
Airlines	
Grocery Store/Supermarket	
Book Store	
Dry Cleaners	

Customer Satisfaction Evaluation (all parts will be evaluated using a rubric)

Assignment	Points	Points Earned
Customer Satisfaction Chart	25	
Top Ten Customer Service List	25	
Customer Satisfaction Report	50	
Total Points	100	

Customer Satisfaction & Project Runway Rubric

Student Name: _____

CATEGORY	20	15	10	5
Top 10 List for Customer Satisfaction	List was very thorough and intuitive.	List included good points but missed some key customer satisfaction points.	List included 5-7 strong customer service satisfaction points.	List did not effectively cover customer satisfaction.
Dress for Success Poster for Business and Business Casual (Males & Females)	Poster was accurate and attractive.	Poster was accurate and somewhat artistic.	Poster was somewhat accurate and somewhat artistic.	Poster was not accurate and not artistic.
Business Etiquette	Topic covered thoroughly—at least 10 major points.	Some good etiquette points were covered- 6-8 points covered.	A few etiquette points were covered- 3-5 points covered.	Topic not addressed effectively
Preparation of the Project = Quality and Time Use	Quality of all parts of the project were excellent. Classroom time was used to work on the project. Conversations were not disruptive and focused on the work.	Quality of all parts of the project were good. Classroom time was used to work on the project the majority of the time. Conversations were not disruptive and focused on the work.	Quality of all parts of the project were fair. Classroom time was used on the project the majority of the time, but conversations often were disruptive or did not focus on the work.	Quality of all parts of the project were poor. Students did not use classroom time to work on the project and/or was highly disruptive.
Presentation	Presentation was well organized, confidence, and informative.	Presentation was good 80% of the time. More preparation on the presentation would have equaled more confidence when presenting.	The product was good. The presentation included facts but needed preparation and practice.	The presentation showed lack of preparation.

Total Score _____

Maximum Points 100