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IB Business Management

Unit 4: Marketing

Inquiry and TOK Lesson Plan on:

4.1 The Role of Marketing

And

4.2 Marketing Planning (including introduction to the 4 P's)

Mini Case – Purdy's Chocolates

Ask the following guiding questions/complete the following guiding tasks – (optimal student provided ideas below.)

1. Does anyone recognize this box? (Cover name on box).

How? Brand recognition – colours, style, packaging etc.

Show video – YouTube – Purdy's Chocolatiers – Our Passion

<http://www.youtube.com/watch?v=Qm8s6o40Srs>

2. Is there a significant amount of competition in the chocolate industry?

Yes – **Considering this what has led to Purdy's success over the past 100 years?**

Competitive Advantage - Customer service, price, product, and store locations, minimal promotions and media. * Reputation * Consistent product

"Great quality chocolates and a good price."

3. What is the role of Marketing?

To meet the needs of its customers, every organization seeks a distinctive marketing mix. This mix is often referred to as the 4P's.

a) What are the specific features and benefits of this product?

Premium/gourmet chocolates, high quality, best ingredients, "flagship" product – the iconic "Hedgehog."

b) Where and how is the product sold?

Retail outlets and specialty shops (64) in BC, AB, and ON. Strategic locations – bustling downtowns/shopping districts.

c) What is the pricing strategy?

Middle price point – stable/consistent pricing.

d) What is the approach to promotion to reach customers?

Limited promotion and media advertising. Word of mouth reputation. Heritage (107 years old), committed to tradition. Promote sustainable cocoa procurement and use. Awards – One of Canada's 50 best Employers of 2014.

Mention -

A – Awareness

I – Interest

D – Desire

A – Action

4. **Using the marketing mix, analyse how Purdy's differentiates itself from other chocolatiers.**
5. **Reflect** – get into small groups and decide on a well-known product write out the marketing mix for that company (product). When you have completed the marketing mix **individually** write a short paragraph on why this mix makes the product successful compared to competing products.

Theory of Knowledge

Get into groups (3) and critically analyse the following questions: (as they pertain to Marketing, Business, and the Individuals and Societies subject area and world at large).

How do we know what other people want?

Why is it so hard to change what other people want?

All value is perceived value?

Come together as a class and discuss key points from each analysis.

Assessment – Teacher to collect and evaluate group marketing mix write ups as well as individually written paragraphs on why their products marketing mix is successful (i.e. what is distinctive etc).

End of the Lesson.