

The marketing consultant

You work for 'Imagine', a team of marketing consultants which helps companies to plan marketing campaigns for new products. They find out all the information about the product and then suggest when, where and how to launch it.

	Product 1	Product 2
Type of product		
Name of product		
Start of campaign		
Target customer		
USP		
Price range		
Type of outlet		
Advertising budget		

**Student A
Product 1**

Micron 2000 is a low-price microscope for young children (11–15) to use at home or at school. It is easy to use and unbreakable. You would like to start selling the product in good time for the beginning of the school year. You sell other microscopes in specialist shops, but because Micron 2000 is made for children, you want to sell it to toy shops and schools. Your budget is £1.5 million.

**Student B
Product 2**

Boxer Shoes are a new type of shoe for young women (18–30). They are available in only one colour – red – and will look good as sports shoes or as fashion shoes. The price is high, but these shoes have a fashionable image. You would not like to sell them in the usual sports shops, but in more expensive and up-market stores. Your budget is \$ 4.8 million.

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Worksheet Progress check

11-15

ACTIVITY

Pairwork: reading, speaking, making a short presentation

AIM

To gather information and then present a profile of a product and a marketing strategy for it.

GRAMMAR AND FUNCTIONS

Revision of *would like to*, *want to*, *going to*
Stating plans and intentions

VOCABULARY

Marketing: a (marketing) campaign, an outlet, a budget,
a target (customer), a USP (unique selling point), a range,
a brand name, a catalogue, a supplier, to run a campaign

PREPARATION

Make one copy of the table for each student in the class. Cut out the Student A and Student B sections as indicated.

TIME

40 minutes

PROCEDURE

- 1 Give a copy of the table to each student and ask them to read the profile of the Marketing Consultancy company. Explain that they are going to act both as a consultant and as a customer of the consultant.
- 2 Focus students' attention on the table and go through the items, eliciting the right questions to ask.
For example:
What kind of product is it?
What is the product called?
When would you like to start the campaign?
What is different about your product?
Explain any terms they do not understand.

- 3 Ask the students to work in pairs and divide them into Student A and Student B. Give each student the appropriate part of the worksheet.
- 4 Ask the students to read the information on the worksheet about the products and fill in the relevant part of the table.
- 5 When they have done this, tell the students that they are now going to take it in turns to act as marketing consultant.
- 6 Ask the Student Bs to act as marketing consultants first. They should ask Student A questions about their product, filling in the table at the same time.
- 7 Repeat this procedure, but this time with the Student As acting as marketing consultant.
- 8 When they have finished, ask the students to form new pairs of two Student As and two Student Bs. Ask the Student As to prepare a product profile and marketing strategy for Boxer Shoes, and Student Bs to do the same for Micron 2000.
- 9 Ask pairs to come together into groups of four, two Student As and two Student Bs, to present their strategy to each other. Alternatively a spokesperson from each pair can present the strategy to the class.

FOLLOW-UP

Ask the students to write up their plan in the form of a marketing consultant's report. For example:

'Shiana' is a perfume with a strong brand name. It is in the high price range and the target customers are wealthy women in their thirties and forties. We are going to launch a campaign in November, because we want to increase sales at Christmas. We would like to expand the market, so we are going to advertise on television.

ANSWERS

	Product 1	Product 2
Type of product	microscope	shoes
Name of product	Micron 2000	Boxer shoes
Start of campaign	beginning of school year	don't know
Target customer	children	young women aged 18 – 30
USP	easy to use/unbreakable	sports and fashion shoe
Price range	low	high
Type of outlet	toy shops/schools	up-market shops
Advertising budget	£1.5 million	\$4.8 million