

## Marketing to university students

<b>Title of LO:</b> Marketing to university students
<b>Level:</b> B1
<b>Target audience:</b> all college level students
<b>General goals/objectives:</b> reading, writing, speaking
<b>Specific goals/objectives:</b> <ol style="list-style-type: none"><li>1. Learning about the marketing process.</li><li>2. Learning about a marketing plan.</li><li>3. Writing a mini marketing plan</li></ol>
<b>Materials needed for activity: (check the following)</b> Xinternet access _projector _speakers _printout XBYOD (Bring Your Own Device - smartphone, tablet) _other: _____
<b>Time:</b> 6 academic hours
<b>Overview:</b> Read a case study about marketing to university students; read about developing a marketing plan, including a sample; write and possibly present a marketing plan for a new product/service for university students
<b>Activity 1</b> <ol style="list-style-type: none"><li>1. Read through the Barclays case study. It is recommended to have the Ss read a section and then to ask concept questions to ensure comprehension.</li></ol>
<b>Activity 2</b> <ol style="list-style-type: none"><li>1. In small groups, have Ss come up with a product/service to be marketed to university students. They should use the guide provided to frame their thinking.</li></ol>
<b>Activity 3</b> <ol style="list-style-type: none"><li>1. Ss should examine the sections of the sample marketing report, noting the kinds of information they will need to gather for their own plan.</li><li>2. Ss develop their own marketing plan and write and present. They can use the marketing to moms presentation and presentation phrases as needed.</li></ol>
<b>Related LOs</b>

Reception / Reading	Overall reading comprehension	Can read with a large degree of independence, relatively short academic texts on general subjects that do not require field-specific/expert knowledge (adapted B2)
Reception / Reading	Reading for orientation	Can scan longer texts in order to locate desired information, and gather information from different parts of a text to fulfill a specific task (adapted B1+)

Production / Writing	Overall written production	Can write a paragraph comprised of a series of sentences linked with appropriate connectors, such as "and", "but", and "because" (adapted A2)
Production / Writing	Reports and essays	Can summarize a short academic text on general subjects that do not require field-specific / expert knowledge (adapted B1)

Mediation / Processing text		Can paraphrase short written passages in a simple fashion, using the original text wording and ordering (B1)
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Production / Speaking	Overall spoken production	Can reasonably fluently sustain a straightforward description of one of a variety of subjects within his/her field of interest, presenting it as a linear sequence of points (B1)
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Production / Speaking	Addressing audiences	Can give a prepared straightforward presentation on a familiar topic which is clear enough to be followed without difficulty most of the time, and in which the main points are explained with reasonable precision (adapted B1)
Production / Speaking	Addressing audiences	Can take a series of straightforward follow-up questions but may have to ask for repetition of the question(s) (adapted B1)

A.

You are going to learn about some fundamentals of market research through a case study about [Barclay's Bank in the UK](#).

B.

Your group works for a marketing firm that specialises in targeting university students. You have been asked to conduct market research for a new or existing product/service.

Select a product/service and use this [article](#) as a guide.

C.

Your group will write a two-page marketing report brief. A sample report can be found on the [bplan.com](#) website.

Next, your group will present its findings to the management of your firm's customer. Look at this video about [marketing to moms](#) for an example of the format, language, and visuals you might use. Here are some [presentation phrases](#) that you should use.

D.

Assessment:

[written report scoring rubric](#)

[presentation scoring rubric](#)

