

Topic: **Marketing, public relations and relations with costumers**

**Structure:**

**3. Lecture 2 and exercise 2, Marketing mix elements and product life cycle:**

(35 minutes)

You should introduce young people to the main marketing mix elements and their dependence from product life cycle's stage, including:

- product life cycle,
- product and main ways to differentiate it,
- the difference between goods marketing and services marketing, extended marketing mix,
- price and main strategies to determine it,
- place and main ways to distribute the product,
- promotion and its main tools.

Give each group a handout shortly introducing marketing mix core elements and one example of the case study regarding any wordly-known company / product. Ask students to read the handout and the case study, and prepare a short presentation of the company's marketing mix elements, using ICT comic-creating tool such as: ToonDoo (<http://goo.gl/o1tvWc>), PixTon (<https://goo.gl/I6rUPS>), or make a presentation implementing infographic tools like Infogr.am (<https://infogr.am/>) or a poster presentation. In addition, each group should also find on the internet any other necessary and/or missing information about the company, which is described in the case study.

After about 15 minutes of group work (or less, if they manage to do the task fast), ask one participant from each group to share their results with the others.

*Hint: before the session you can prepare you own comic and show it as an example during the session, to make the process faster.*

*If you are running out of session time, you can share only one case study for all groups. In this case give each group a task to examine one element of marketing mix (4P or 7p, if you have 4 or 7 smaller groups respectively) and prepare a presentation. On the one hand, this will help to save time, on the other hand, after presentations students will have an overall notion of company's marketing mix.*

*In case of inability to use mentioned comic-creating tools, you can ask participants to make a poster presentation, but make sure you have provided necessary equipment like posters and markers.*

**4. Lecture 3 and exercise 3, low cost marketing:**

(25 minutes)

Introduce young people to the topics of public relations and low cost marketing and its most popular types nowadays, providing examples as well:

- introduction to public relations,
- low cost marketing - the essence,
- the power of social networks,
- guerrilla marketing.

**Initial draft of workshops**

Topic: **Marketing, public relations and relations with costumers**

**Structure:**

Regarding the topic of social networks, find out which social networks they know/use and whether all of them are popular in their country. To summarize answers, use ICT tools like AnswerGarden (<https://goo.gl/kYbqMJ>), or you can record them on flipchart. Ask participants to make a description of any social network (i.e. for Facebook, Twitter, Instagram, LinkedIn, etc., here you can choose any other social network known among the audience), including possible pros-and-cons of this network and also mentioning either it is aimed at relationships B2C or B2B, and for which type of product (goods, services) it is good for. The results for the chosen network can be displayed on flipchart, or made as a poster presentation, as well as using modern ICT tools for presentations. After about 10 minutes of group work, ask participants to present their results. It is good to comment the results and welcome students to discuss them, if time permits.

Afterwards, introduce students to guerrilla marketing. Here, if time permits, you can show a lot of examples (images and videos). As a group work, ask students to mention advantages & possible disadvantages (or limitations for implementation) of guerrilla marketing (about 3 minutes) and share with the others. If time permits, ask participants to share any notable examples of guerrilla marketing from their countries.

*Hint: before the session you can choose one case study of guerrilla marketing, finding information, videos and images regarding it, and make a broad discussion during the session. Make sure that you have provided necessary equipment like posters and markers for the tasks.*

**5. Lecture 4 and exercise 4, Relationship with customers:**

(15 minutes)

Introduce participants to the process of relationship with customers as follows:

- building a relationship with a customer,
- communication,
- maintaining a relationship with a customer.

Ask participants to make a sketch how they are going to develop relationships with their potential customers (5 min). In this case participants also can prepare a short presentation, using ICT comic-creating tool such as: ToonDoo (<http://goo.gl/o1tvWc>), PixTon (<https://goo.gl/l6rUPS>), or a poster presentation. Afterwards, it is advised to hold a discussion of possible pros & cons!

*Hint: in order to save time, you can prepare handouts for students with basic tools that might be implemented during the process of relationship with customers.*

**6. Conclusion:**

(20 minutes)

Based on the material displayed and discussions held during the session, ask students to make a short description of the mix elements regarding their business ideas (group work) and present it to the other participants. You can encourage students to vote for the best presentation in order to award the group.

Either, you can prepare some questions about the marketing, or make a crossword, and using an ICT tool do a small quiz. Tools that can be used: Kahoot! (<https://goo.gl/cbuvyC>), Quizizz (<http://goo.gl/O3PVEf>) or Socrative (<http://goo.gl/ufldp>). Please consider to have some prizes with you, to award 3-5 best persons (depending on the activity, numbers of questions and group size).

*Hint: you can use micro-references tool like Credly (<https://goo.gl/DNjIRI>) or for instance some sweets, as rewards.*