

Case Study Session

Marketing Sample lesson on Dr Dre and Beats Olympics: page 11 – 15 in Hackley C (2013)

Marketing in Context Palgrave Macmillan: London

Pre-Session Planning

Planning Element	Guiding Questions / Notes
Learning Outcomes	RHUL LO Set as: 1. Understand why and how Beats by Dr Dre contributes to our understanding of marketing over a period of time Additional Learning Outcome. Summarise a marketing event Explain Hackley's point of view regarding Beats marketing Critically discuss the extent to which Marketing concepts are fixed and easily defined. Reflect on common beliefs about marketing
Case Study Selection/Design	Marketing of headphones by Beats. Real case study. Directly aligned
Background Knowledge	None
Materials and Resources	Case study from textbook. Marketing in Context, Chris Hackley
Session Format	Whole class discussion, leading to student pairs. Feedback to whole group
Assessment Alignment	Impacts CW assessment by aiming to engage students as critical readers of a topic. Not just based on direct understanding of the points presented.

In-Session Delivery

Planning Element	Guiding Questions / Notes
Session Structure	Set the Context: 1. Re-cap on Marketing p1 of book key sentences: ‘marketing innovations do not fit, conventional textbook explanations’. & ‘Marketing is a huge cultural presence with far reaching implications, yet we still don’t understand enough about this subject’ – What do these statement mean? Imply? 2. What is marketing? ‘Marketing is the art of <u>setting the scene</u>, to <u>persuade</u> and <u>frame the contexts</u> of experience’ p3 – students explain this point as a group and explain the three factors ‘Marketing is blamed for social ills’ p6 – can students explain why this might be the case? People in marketing are ‘stereotyped as cynical manipulators.’ P 6. Can students explain what this means and whether they can think of any examples. 3. Set the context – visual cues – Dr Dre, Beats, and Beats in use by Olympians – what do you notice? what do you know? 4. From Hackley: ‘To place in the scene’ p 6 – can students explain the meaning of this in marketing? Different to other ideas about marketing? Context Read for understanding: Ask set of questions on board for students to do in pairs 1. What was the policy of the Olympic Committee regarding marketing of products? 2. What would this mean for sponsors? 3. Who were these sponsors and what did they pay? 4. What did Dr Dre manage to do at the swimming event? 5. Explain with relevance to the headphones and marketing: what is having ‘prominence’? ‘plot congruency’?, ‘celebrity leverage’? ‘tie-in with other media commentary’? 6. What is the name given to this type of advertising? (three versions) Why? 7. Who buys or wants to buy these headphones? How do these people see themselves in the world? 8. Why does the author believe the marketing strategy for the headphones worked? 9. What does brand symbolism mean? 10. Was this marketing event a success? On what basis/why?

	Summarise – as group – taking all the questions together - write a full summary of the activity and why it was clever. Discuss in small groups: Extension – comprehension • What is meant by ‘seat of the pants element’? p 14 what does this mean for marketing terminology • What is meant by ‘understanding of the context facilitated an opportunistic marketing effect’? p 14 can you think of another example of this or rephrase it. • What does the author think about the 4 Ps of the marketing mix? Do they apply to this marketing event? • Final question: what does the following question p 15 mean: How might the appreciation of context link back into the common vocabulary and conventional priorities of marketing management? Return to Learning Outcomes: Question – have they been met? Review 1. Do you understand why and how Beats by Dr Dre contributes to our understanding of marketing over a period of time? How? 2. Did you summarise a marketing event? Evidence? 3. Did you critically discuss the extent to which Marketing concepts are fixed and easily defined? In what ways? 4. Can you explain Hackley’s point of view regarding Beats marketing? 5. What have you reflected on regarding marketing and its concepts and beliefs after discussing the case study?
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	6. How will this affect you when doing your CW and how will it affect you when thinking about marketing in the real world?
Facilitation Strategy	Class led initially. Pair work with monitoring. Board work to highlight key terms. Pairs to all group allows students to rephrase and think about their responses
Student Activities	Students provide notes / can underline but should consider the paraphrasing of the information. They can write in the margins/ they can consider its use as notes for CW/ they will present to the group findings/ write on board/
Scaffolding and Support	Ask open ended questions, give prompts in the text. Agree to answers but ask for paraphrase so students take ownership of the language and the answer not just copy paste. Give purpose and reasons. Ensure students see a link to the real world. Use realia as needed – youtube
Time Allocation	10 / 15/ 20

Post-Session Reflection

Planning Element	Guiding Questions / Notes
Student Feedback	What feedback did students provide (formally or informally)?
Learning Evidence	What evidence do you have that learning outcomes were met?
Challenges and Successes	What worked well? What could be improved?
Next Steps	How will this session inform future teaching or curriculum design? Encourage students to do preparation work Consider Flip learning